• ANNUAL SPRING NUMBER •

The Coin Machine Review

APRIL 1942

BUY NOW—

BEFORE IT IS TOO LATE!

Used Equipment is fairly plentiful today but production of new Music Equipment positively ceases for the duration of the War on May 1, 1942, and in the few months following there is certain to be a drastic shortage. The best bank to invest your money in today is good reconditioned used equipment and we offer the following for immediate sale:

HIDE-AWAY UNITS

100 Rock-Ola PLAY MASTERS, equipped for 30 Wire Boxes
20 PHILBIN Units
15 TWIN TWELVES in metal cabinets
5 Seeburg ROYALES with Seeburg Adapters
5 Seeburg ROYALES wth Seeburg Remote Control Adapters

USED PHONOGRAPHS

20 Wurlitzer Model 412
25 Wurlitzer Model 500
10 Wurlitzer Model 600
5 Wurlitzer Model 600 with keyboard
10 Wurlitzer Model 616
5 Wurlitzer Model 700
5 Wurlitzer Model 800
1 Wurlitzer Model 850
2 Wurlitzer Model 24
7 Wurlitzer Model 61
3 Rock-Ola Standards
2 Rock-Ola De Luxe
3 Rock-Ola Counter Models
1 Rock-Ola Master and 10 Rock-Ola Boxes
5 Seeburg Crowns
3 Seeburg Regals
2 Seeburg Gems
3 Seeburg Classics
1 Seeburg Vogue
5 Seeburg Envoys with remote control
3 Seeburg Majors with remote control
2 Seeburg Concert Masters
1 Seeburg Colonel
3 Mills Empresses
1 Mills Throne of Music
3 Keeney Twin Units with 18 boxes
1 Seeburg Royale with Seeburg Adapter and 10 Seeburg Boxes
10 Wurlitzer 320 Boxes
5 Wurlitzer 332 Boxes
4 Wurlitzer 331 Boxes

ONLY A LIMITED STOCK OF NEW BUCKLEY BOXES

When these are gone there POSITIVELY WILL NOT BE ANY MORE NEW ONES until the Rising Sun sinks. Make arrangements today for delivery, from either office, of Boxes you will be needing in the months ahead.

SALES OF ROUTES
FINANCED
and Money Loaned on Routes
Get Details

SPEAKERS and SPEAKER CABINETS

We carry one of the finest assortment of Speakers and Speaker Cabinets on the West Coast. Regardless of the type of location or installation you have in mind we can supply you with the proper speakers. See our Rock-Ola Moderne, Pipe Organ, Base Reflects and other beautifully designed cabinets and speaker units.

Come In Today!

GENERAL MUSIC COMPANY

2277 W. Pico Blvd.
LOS ANGELES

1157 Post Street
SAN FRANCISCO

THE Coin Machine Review

APRIL, 1942

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WPB Halts Machine Mfgr. May 1st

WASHINGTON, D. C.—The War Production Board ordered the shut down of all manufacture of automatic phonographs, weighing machines, pinball games, and other amusement devices on May 1st, 1942, in a special ruling issued on March 16th.

Board claims the suspension of manufacture would make available for war use substantial quantities of copper, aluminum, nickel and other critical metals, and predicted it would hasten the conversion of the seventy-five million dollar industry into war production.

Eleven of the largest firms in the Coin Machine Industry are already producing parts for bomb sights, artillery shells, parts for airplane gun turrets and other war materials.

In order to use up fabricated or partly fabricated materials on hand, the manufacturers were granted permission between March 1 and April 30 to produce three times the number of automatic phonographs and other amusement devices permitted under their February quota. It was stipulated, however, that the new units must be manufactured or assembled for the most part out of stocks now on hand.

Certain prohibitions were made effective immediately. These are:

1. No manufacturer may cut, stamp, or otherwise process any copper, copper alloy, nickel, or stainless steel for the production of the banned items.
2. No repair parts may be produced for gaming machines.
3. No manufacturer may take delivery of any raw or semiprocessed materials, or finished parts not fully completed on May 1.
4. No manufacturer may sell or deliver any materials or parts except to other manufacturers for use authorized by the WPB, or to Defense Supplies Corporation, or to the Metals Reserve Company, or as might otherwise be directed by the WPB.

MAY TAX CALENDAR

May 20

FEDERAL INCOME TAX. Withholding Agents. Monthly return of tax withheld on bond interest for the preceding month to be filed with Collector of Internal Revenue.

June 1

FEDERAL TAXES ON ADMISSIONS AND DUES, FACILITIES, OIL, PROCESSING, SAFE DEPOSIT LEASES, ELECTRICAL ENERGY, TRANSPORTATION, SALES (INCLUDING RETAILERS' AND MANUFACTURERS' EXCISE TAXES). Taxpayers. Return and payment of tax for preceding month to Collector of Internal Revenue.

Want to Buy a Bomber?

For information of operating groups and Associations conducting defense-bond-and-stamp campaigns with a definite goal of so many guns, tanks or planes, the Treasury Department has issued the following to show approximate costs of war weapons:

$80—M-1 Garand rifle.
$50 to $3,000—Machine guns of various types and calibers.
$100 to $500—Heavy case demolition bombs.
$6,500—37 MM anti-tank gun.
$20,000—37 MM anti-aircraft gun.
$50,000—90 MM anti-aircraft gun.
$10,000—75 MM gun.
$40,000 Light tank.
$75,000—Medium tank.
$55,000—Pursuit plane.
$210,000—Light bombardment plane.
$335,000—Heavy bombardment plane.

Rowe In New Home

NEW YORK—31 East 17th Street is the new address of the Rowe Cigarette Service Co., and the New York office of the Rowe Manufacturing Co.

Located on historic Union Square the Rowe companies occupy the entire two floors of the two-story buff brick building. The modern design of the building is accentuated by huge plateglass windows, edged with glass brick, which extend the width and height of the second floor, front and rear, admitting full daylight.

Planned by Robert Heller, one of New York's leading industrial designers whose successes range from desks to department stores, the new Rowe building is a handsome, practical building, inside and out. It stands as another milestone marking the continual progress and success of the Rowe companies, and of the automatic merchandising industry.

Marble Tables Continue

LOS ANGELES—The County Board of Supervisors adopted a motion April 1st permitting the operators of marble tables to continue operating games within 1000 feet of school buildings in areas outside of the city limits for another year.

Two years ago the Supervisors adopted an ordinance regulating the games and outlawing their use within 1000 feet of schools after one year. Later the Supervisors granted an extension of time before the 1000-foot ban was to become effective and the April 1st extension is the second given the operators.

Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 1 p. m. to 4:30 p. m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.

Laymon Has New Service

LOS ANGELES—Through a special arrangement whereby he is the exclusive distributor for the Sullivan-Nolan Advertising Co. in Southern California and the Southwest, Paul A. Laymon is offering operators of marble tables a new type of superior service.

The service consists of rebuilding old marble tables into brand new games that cannot be distinguished from factory-produced new games. All old paint is removed, cabinets redesigned and refinished, new designs on backglass and playfields, new names and new molding around glass. All metal parts are refinished, all legs refinished, new style bumpers added, playfield panel repinned, all inserts tested and reconditioned and the machines tested for percentages.

Operators merely bring in their old games and within a three week period Laymon returns to them a brand new game at an astonishingly low price. At the present time Laymon is accepting Fleet, Flicker, Leader, Metro, Zombie and Red, White and Blue for rebuilding and redesigning. Eventually it is hoped to keep a supply of new remade games on hand so quick exchanges can be made for the operator's convenience.

Those who have already taken advantage of the service speak highly of the splendid quality of the workmanship on the newly designed games.

Noto Moves

SAN FRANCISCO—With everything spic and span Joe Noto is now holding forth at the new location of the Operator's Exchange at 621 Van Ness Avenue. Moving to the new location about a month ago Joe has considerably more room and his new store is well stocked with new and used equipment and compliments by the hundreds have descended upon him over the excellent variety offered.

Joe is traveling solo in the new home for brother Carl joined the Army and is stationed at Monterey.

The best wishes of the Industry go to the Notos on the splendid showing they have made in the Bay Area and the fine new store they have opened to serve operators even better than in the past.

On the Cover

The Hollywood Farmerettes, headed by lovely Gwen Stith, herald the arrival of Spring with new garden tools and are ready to start their Victory Gardens. Gals are being used by Producer Sam Coslow for a series of Soundies at the Hollywood studios of RCM Productions.

Pennies 50 Years Ago

LOS ANGELES—H. Paul Kegley, REVIEW reader, sends in this interesting item from the Scientific Monthly of fifty years ago:

"PENNIES—There are 72,800 pounds of pennies encumbering the vaults of the Sub-Treasury . . . The accumulation is partly the result of the general establishment of penny in the slot machines. The headquarters of the companies owning these machines is in this city, and all the pennies are therefore sent here when the agents make their returns. The companies thereupon unload them upon the Sub-Treasury."

"The nation now, as in 1917, will need the wholesome tonic of recreational travel as one of the greatest maintaining forces of national morale." — Statement by United States Travel Bureau of the U. S. Department of the Interior.

WE'RE DOING

Our Part . . .

HOTELS OF SOUTHERN CALIFORNIA are doing their part in this great national cause by maintaining normal facilities and operations in every department for the use of Americans seeking mental and physical release from strain and fag.

To facilitate the business of Americans, and in the interest of war production, there is augmented service at the great metropolitan hotels of Los Angeles, Hollywood, Long Beach, San Diego and the other large cities of Southern California.

There are no rations of fun at the fine resort hotels located on the desert at Palm Springs; by the sea at Coronado, Carlsbad, Laguna, La Jolla, Santa Catalina, Santa Monica and Santa Barbara; and amid the beauties of Pasadena, Beverly Hills and Riverside. Health and energy still bubble from the earth at the famous mineral springs resorts.

Golf, tennis, riding, swimming, cycling, badminton and a multitude of other sports and recreations are still to be enjoyed every day of the year by the visitor to this sun-blessed land.

Hotel rates in Southern California will continue at pre-war levels. Nowhere is there a greater variety of hotel accommodations to suit every budget and every taste.

In spite of rumors, travel is *normal in Southern California. Transportation to and throughout the State* is *normal, and hotel and resort life* is *normal.*

For further particulars, consult the nearest travel or transportation agent or your automobile club.

HOTELS

OF SOUTHERN CALIFORNIA

Room 701, 629 South Hill Street, Los Angeles, California

NEW YORK

NEW YORK (RC)—Are we downhearted? Brother, we haven't begun to fight!

Jack Harris of Brooklyn has been placing seconds that he never dreamt would see the light of day again, and location owners are glad to get them. Harris insists, however, that all children be kept away from the machines. Also, no location owner is to tamper with machines in any way and, in the event of failure, to call the association at once.

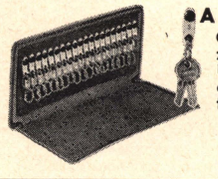
Do we need such publicity as Nat Cohn of Modern provided in the World Telegram? Many businesses are suffering because of priorities but the idea that the coin machine trade "cashed in while the cashing in was hot" gives precisely the impression that reformers and phonies are trying to create about the industry. Why should it be said that the machines had a "take" while every other business is said to show profits? Once and for all let us get away from shady connotations and show people that we have costs and losses and merchandising problems like the rest.

No, the Army hasn't paged us yet, but, brother, do we find good company among air wardens! Quoting Zone Warden Rothenberg: "Coin machine operators, because of being accustomed to long and irregular hours of work and because they know streets and the varying sections of the city so thoroughly, are the most valuable assets the air warden service has. They not only constitute one of our most reliable element, but undoubtedly place first in devotion to duty during dog-watches."

We've been warning operators about cautioning their service men to vary route and time of collections. That we haven't just been trying to fill space is made evident by the almost fatal attack on Samuel Gottfried of Queens. Sam was waylaid by two men and shot. How did those men happen to be at the spot at the time they were? Answer: Shadowing. So we repeat: Habit and order are okay, but vary your routine because of the danger outlined.

Are we facing a shortage of service men? Discussing this problem a few days ago, several leading operators suggested that, in instances, it might be possible to train women for this work. It was also pointed out that many over-draft age mechanics can be persuaded to become active if one is willing to allow for a certain amount of slow-ups in their performance. Another idea, one that really deserves consideration, has to do with pooling available mechanics for the duration.

What is this we hear about distributors showing favoritism in supplying parts? Let us not make mistakes in these difficult times that will result in bad feeling for the future. While many big operators are indispensable to distributors, the good of the industry requires that even the littlest fellow be given a chance to exist. We'd rather not mention names, but we know of several instances where the little fellow was given a quick brush-off and the little fellow knew it. It's the little fellows, grouped together,



A NEW KEY PURSE

Genuine leather-zippered. 50 numbered key tabs. Snap off—snap on. Write for prices.

KELLY-MENNES MFG. CO.
Rockford, Illinois

polling their grievances as well as their strength, that may see even the biggest outfit take the count in this territory.

Add to War Bonds boosters: Hyman Goldman, Joe Finelli, Arthur MacCready, Julius Gold, Bill Peek, Sam Yollen, Abe Weissman, Robert Stone, Babe Kaufman, Bert Lane, Lou Goldberg, Saul Kalson, Joe Fishman, Israel Cohen, Abe Harrison and many others.

What do we hear about that certain operator who is looking around for a radio program to sponsor? If we got the dope right the commercial is to be devoted to suggesting the purchase of stamps and bonds by coin machine. No other plug is to be used. It sounds like a good idea and, maybe, the operator will name the time and station soon.

As we go further into the war we begin to see that many of us minimized the part women can play in this effort. Although the coin machine trade has had its share of women executives, some of them the tops in any line, today it is the wives and daughters of coin machine operators who are showing their stuff. We understand that since confiscatory tactics were put into motion by the City of New York, the wives of coin machine operators have been going behind the scenes, organizing committees, writing letters to editors, appealing to councilmen, judges, and commissioners. In other words, from the least suspected source, we are receiving some of our greatest strength.

Irving Sherman

SEATTLE

SEATTLE—Yes, I know there is a war on. And I've heard about the scarcity of new equipment, the dearth of good mechanics, the dwindling parts stocks, the tire and gasoline situation. But if local operators think they're having a difficult time, we ask them to pause and review the case of Earl J. Heroux, who is without a doubt Coin Row's unluckiest of the unlucky.

It's not so much the monetary loss—although $16,000 isn't exactly sawdust. Rather, it is the shattering of faith, the blasting of ideals. It is the kind of thing we are fighting to preserve in a world gone amuck, and if we can't find the true spirit of "trust thy neighbor" mirrored in our fellow man, then where else can we find it?

A couple of years ago Heroux sat in his private office. A coin machine operator for a dozen years, he had pioneered penny arcades in the Pacific Northwest and was the guiding light of a dozen such establishments. A middle-aged man walked into the office and asked for a job. He explained that he had just been paroled from the penitentiary after serving five years of a ten year term for buglary. So far everyone had turned a cold-shoulder to him. The man was desperate. Would Heroux give him a job?

Heroux said: "You're an honest man now, aren't you?" The ex-con nodded. Heroux put him to work in the shop. And so began the readjustment of Ruppert (Bob) Seymour to the outside world.

Seymour turned out to be a master mechanic. He was blessed with inventive genius, too, as attested by the creation of Bojo, the accordion-playing gorilla, and other novelties.

With the Northwest arcade field operating in smooth fashion, Heroux turned to fresh pastures. It wasn't long before he perceived the opportunities in Alaska. Alert, ambitious, energetic, Heroux spent a thousand dollars accruing first-hand knowledge and mapping out a workable program. Then he dispatched an aide to Fairbanks and sent Bob Seymour to Anchorage. Heroux bought Seymour a cabin passage, provided him with ample spending money. Before sailing Seymour broke down and blubbered like a child, so overwhelming was his gratitude. "I'll never forget this," were his parting words.

Heroux shipped thousands of dollars worth of equipment to Anchorage and Fairbanks. He forwarded Seymour $100 a week for the first month. Under the terms of their agreement, Seymour was to become a full-fledged partner when the equipment was paid for.

Meanwhile, a mining enterprise in which Heroux had invested, soured, resulting in the loss of $6,000. "But I've still got my two boys in Alaska," he told himself.

Body blow No. 2 came from Fairbanks. The coinman there surreptitiously sold all Heroux's equipment, pocketed the money, and fled the country. Despite these two setbacks, Heroux still managed to smile. "I've got Bob and I know he won't let me down."

Reports from Seymour began to strike pessimistic tones. He was having tough luck, couldn't seem to make ends meet. The outlook became bleaker. Heroux was on the verge of travelling to Anchorage and giving the matter his personal attention. But first, he dispatched a wire. The answer came back: "Mr. Seymour has left for Fairbanks." Heroux wired Fairbanks. "Mr. Seymour has left for the states!"

The news hit Heroux like an aerial torpedo. He couldn't believe it. Further investigation not only substantiated the fact, but revealed that Seymour had sold every piece of equipment and filled his jeans with silver. These were the games on which Heroux had not yet completed payment!

Lost: $16,000 in cash, three investments—and faith. Time and business acumen can overcome the first two, but breach of the latter has a permanent scar.

Louis Karnofsky

Ballard Back Home

PORTLAND, Ore.—Clayton Ballard has returned to Portland after a business trip to Chicago where he was the guest of Homer E. Capehart for a few days.

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Arcade Headquarters

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WURLITZERS

616-16 Records	79.70
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P12-12 Records	54.50
41-1940 Counter Model	119.50
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ROCK-OLA

Super 40	229.50
Master 40	219.50
Deluxe Luxury Light-up-1939	159.50
Standard-1939	149.50
Imperial 20, 20 Rec.	109.50
Rhythm Master 16	69.50

CONSOLES

Keeney Super Bell	$234.00
Mills 4 Bells	314.50
4 Bells-5c & 25c-Factory Rebuilt	395.00
Jennings Silver Moon Totalizer	149.50
1940 Galloping Dominos, Jackpot	224.50
Evans Galloping Dominos	79.50
Evans Lucky Lucre	179.50
Watling Big Game, F.P., Dial	129.50
Watl. Big Game, P.O.	114.50
Mills Jumbo, F.P.	134.50
Mills Jumbo, P.O.	114.50
Pace Saratoga, P.O.	79.50
Saratoga, F.P. & P.O.	179.50
Paces Races, J.P.	175.00
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Buckley Track Odds, Round Head	129.50
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ST. LOUIS

ST. LOUIS—Spring weather injected new life into the activities of the coin machine industry in St. Louis and surrounding territory and resulted in a renewal of social events that had to be postponed for the duration of the Lenten season. Lee Turner of the Mound City Sales Co. arrived in town from a trip that took him thru the southern states and a month long stay in Florida. It was not altogether a vacation trip for Turner as he has business interests down in sunny Florida. Andy McCall, head of the McCall Novelty Co. was gone from St. Louis in late March on a survey of rural routes. On his return McCall reported a feeling of optimism exists in the minds of outstate operators in regards to route operation during the coming season. Dale Rymer, manager of the Missouri Tavern Supply Co. of Springfield, Missouri, had his tire problem solved in an unexpected manner. A thief took his car from a parking lot when Dale was making a call on his route.

Carl Trippe of the Ideal Novelty Co. announced that he will open a modern Arcade at Chain of Rocks Park, popular amusement center for Missourians on May 1. The Arcade will represent an investment of around $10,000, says Trippe. The entire physical layout of the establishment will carry a Mother Goose motif with simulated peppermint sticks and colorful characters out of nursery rhymes depicted. Fluorescent red, white and blue lights have been installed thruout. This latest Arcade will bring to a total of twelve the number of Arcades that are operated by Trippe during the summer season. Four Arcades are located at service men's U.S.O. centers where all the newest equipment is provided for the boys in service at a maximum of one cent play. One half of the receipts are turned back to the U.S.O. fund thereby making the operation of the four Arcades on a non-profit basis. It is Ideal's way of contributing to the morale of our soldiers.

Walter Hartwig and Bill Paule are two members of the coin machine industry who have gone into the armed forces and would welcome correspondence from their many friends in the industry. Address mail to Private Walter Hartwig, Company Headquarters, 27th Engineers, Fort Buchanan, Puerto Rico, and William Arthur Paule, Torpedoman Third Class, Naval Torpedo School, Newport, Rhode Island.

The Olive Novelty Co. had its business routine interrupted by events of a pleasant nature recently when Clarence Hart appeared at work and announced the arrival at the Hart domicile of a new baby girl. The excitement at hearing of this event had hardly subsided when an express man delivered a crate of oranges and a case of grapefruit shipped from Miami, Florida. The afternoon mail brought three novelty jewelry gifts for members of the office force and Mrs. Ben Axelrod. It finally developed that the unexpected presents were from Jack Mehl, Ben Axelrod and Al Haneklau who are now at this firm's Miami branch.

It is a relief to members of the industry to see the rapid recovery of Vernon Holt of Olive Novelty who was involved in a serious automobile accident recently. He suffered broken bones and numerous bruises but is coming along nicely.

John Winkelmann together with fellow coinmen celebrated the fiftieth anniversary of John's father's connection with the drug industry. Winkelmann has six sons that are druggists. John is sometimes tormented with the thought that maybe he would be better off if he had followed his dad's advice and become a druggist. He said that he is mostly interested in their shorter hours.

A chance to break away after a spell of overtime work was afforded Martin Balensiefer of the W-B Novelty Co. and he took advantage of it by taking Mrs. Balensiefer to Hot Springs, Arkansas for a little vacation. Upon their arrival at the resort they unexpectedly met Bill Lehman of the General Electric Co. and Mrs. Lehman. The four of them went to many of the places of interest there and were fortunate to make the right guess as to what constitutes a good bet at the track.

Out of town operators that visited St. Louis in late March to buy new equipment included Garrett Ashland of Carbondale, Illinois, and Forest Ray of Fredericktown, Missouri. Bill Littleton of Sikeston, Missouri, was also in town recently to make some last minute purchases of equipment.

Robert A. Latimer

CANCER CAN BE CURED!

This is the welcome message your dollar will bring to thousands of cancer sufferers in 1942. Help us carry on the fight.

Enlist in your local field army now.

Buy package labels today.

If you live in the Metropolitan Area, address the New York City Cancer Committee, 130 East 66th Street.

AMERICAN SOCIETY FOR THE CONTROL OF CANCER
New York, New York

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It Takes More Than Machines To Vend Cigarettes

"The Two Franks", Buccero And Fasone, Are In The Business For Life, And They Have Only Service To Sell

by B. K. Anderson

The "Two Franks"—Buccero and Fasone. They practice the theme that: "There is more to vending cigarettes than putting in the machine."

"The Two Franks," cigarette operators, sat in a booth listening while another operator (no longer in the business because of bankruptcy) tried to buy the location away from them. Of course, they listened to his sales story.

"Buddy," he said confidentially to the location, "I've spent five bucks in your place tonight. I throw lots of parties. I'll give you a slice of my business. I'll probably spend as much here as I take out of the machine."

"The Two Franks" listened. The location listened.

"Do the guys that have this location spend it all back with you?"

"No" the location owner had to admit, "they don't."

"Think it over," said the operator and left.

Five minutes later "The Two Franks," Buccero and Fasone, solemnly picked up their hats, their fifty-cent check and walked toward the cashier. The location owner was waiting for them.

"I guess you men heard," he said.

"Yep," The Two Franks answered.

"Well, what have you got to say?" he asked, "Don't you want to keep your machine in here?"

"Sure we do," said Frank Fasone, "but we don't want to pay its way, we want it to earn its way. We're business men, Mister, we don't buy locations."

"Look at it this way," Frank Buccero suggested. "Our profit out of sales here is for operating costs including service. If we hand it all back to you we would have to charge you for service to keep going. Certainly you won't pay for service because no one else does. So your machine gets out of order. Several of your customers want cigarettes. They can't get them at your place; they go down the street after them and they stay down the street."

"I get it," said the location. "If it wasn't for good service I might lose a dozen customers trying to hold the business of that other operator?"

This, in a nut shell, is the way The Two Franks do business, and it is just another reason why, even in the days before getting new cigarette vendors involved ordering 90 days in advance for five times the number you expected to get, The Two Franks always had more requests for machines than their stock would allow them to put on location.

They started out back in 1934 when half the Congress wanted President Roosevelt put in a strait jacket because he thought it might not be a bad idea to build up the U. S. Navy a little. During the year they were able to locate 25 machines in fairly good locations.

Now they have over 300 locations, an attractive office, stock room and shop located on Main Street in a heavy traffic uptown business district not far from the geographical center of Kansas City, Missouri.

To them cigarette vending machines are salesmen working in the field and the same kind of a sales record is kept on each machine that salesmanagers keep on salesmen. Test after test has proven to The Two Franks, who do business as the Acme Amusement Co. that a machine that won't do over 200 packs a month isn't a profitable location.

They have also learned their equipment lesson, namely that in any area there must be a variance in price schedules and only those machines adaptable to changes in price are worth while fooling with.

In Kansas City three prices predominate for popular brands: 15c, 17c, and 20c. There is a 2c per pack city tax which enters this picture. On the 15c sales the location is paid nothing by Acme on the first 200 sales each month unless his volume for the period totals more than 500 packs for the month. Then on all packs he is paid a commission of ¼c each. If he falls under 500 he is paid the commission for the number of packs in excess of 200.

From this it can be easily seen that the ¼c locations are simply supplying their customers for service without profit. The

TURN PAGE

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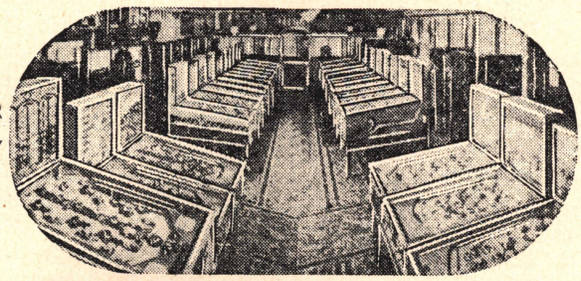

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17c locations receive 1c per pack and the 20c locations get 3c.

Frankly, The Two Franks aren't worried about the present machine shortage situation for they have experimented with a service policy that has proved to them that cigarette vendors can be made to last indefinitely provided proper care on regular schedule is planned for them.

On this schedule, regular service calls are made on each machine from 1 to 4 times every week. The coin chute is always checked and given a quick cleaning. All machines are brought into the shop at least once every six months for complete overhaul. They are torn down, worn parts replaced, thoroughly cleaned and painted if needed. In heavier volume locations, this overhaul is more often. And in the case of machines on which there are frequent service calls, this is also the case.

The Two Franks explain their service policy as, "What we would like from our operator if we were a location." This is the way they explain it:

"Locations like clean machines. We know that clean machines wear less, so they must be spotless at all times. They like regularity in our calls at one of their less busy times of the day, so we stick to a tight schedule. We never hit a restaurant at meal time or a tavern in the evening.

"Our customers don't like to run out of merchandise. We call frequently and use machines that hold an average of 350 packs. Old machines give more trouble and have less eye appeal. Our average machine age in the past has been 2 years, with better locations getting a new unit every year. Now, this may not be possible so we're shortening our overhaul and maintenance periods.

"We don't like to get our locations through 'deals'. We prefer to get them through salesmanship and hold them with good service for we have found that if the location likes your machine he also likes you. But if he doesn't like your machine, no amount of money spent with him will change his mind.

"To service calls we give special emphasis. We always refund the customer's nickel and try to be at his location in less than 30 minutes and this is full 24-hour service. We keep two service cars available at all times and have two more for emergency use. When our service men are out on calls and have completed the job, they all call in before coming back to the office. This often saves time in making another call in the same area.

"On our regular scheduled route calls we try to limit them to less than 15 minutes on a point-by-point basis. The men are attired in neat 2-piece uniforms with our name lettered on the caps. They always speak to the location on entering, either 'Good morning' or 'Good afternoon'. They speedily clean and fill the machine and then take the coin box to the cashier to count-out.

"Before leaving they suggest change, fill out our ticket and get it signed and leave with 'Thank you'. The route men are instructed not to engage the location's employees in unnecessary conversation and to leave with the location the impression of efficient and courteous service."

Because The Two Franks receive 9/10 of their service calls between the hours of noon and midnight, they spend this time at their office. At Christmas time they send their locations gifts of a reminder nature such as automatic pencils and calendars.

In maintaining constant good will with their customers they do not allow the route and service men to smoke while at the location and always answer complaints speedily. In cases where the location is angered by machine failure due to bent and out-of-shape coins in the chute, and similar causes, one of The Two Franks personally visits the location and shows him why this break-down could not have been prevented by the machine or the service man.

In planning the spread of their locations, Acme, like many of the nation's top merchandisers in other lines, works for diversity. They are almost equally spread between restaurants, taverns, hotels and recreation centers. About ¾ of their locations are located within the city limits and the other ¼ are rural.

According to the co-partners at Acme this not only gives them a more even flow of revenue the year around but also spreads peaks so that their regular schedule may be kept at all times.

More and more the company's policy is pointed to taking the location into their confidence on such questions as cost of machines, service problems, why more commission can't be paid and the "whys" of machine clogging and failure in operation. The Two Franks are convinced that with the prevalence of older equipment in the field, which appears probable, operators can't start too soon preparing the locations for an understanding of service ills that may crop up in the future.

Yes, in the past The Two Franks have never bought a location with anything but good service, well planned in advance, and in the future they intend to keep on buying locations the same way for they reason: "If you can buy a location with money someone else can buy it out from under you the same way. But if you get it with the best service you know how to give, there's no one who can top that hand!"

Brake Turntable Offered

ROCKFORD, Ill. — The Kelley-Mennes Mfg. Co., has just offered to the trade a new low cost brake turntable idea for use in coin machine service departments when working on small counter and slot machines.

The turntable is 14x14x1" and is available with larger platforms as required.

Defense Sampler

PERU, Ill. — The American Nickeloid Co. has issued an attractive sampler containing samples of plated metals, lists of typical uses for them, and charts showing how the use of them can help conserve more strategic metals for vital war production.

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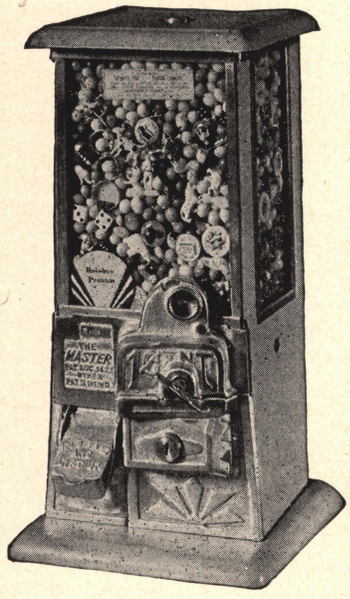

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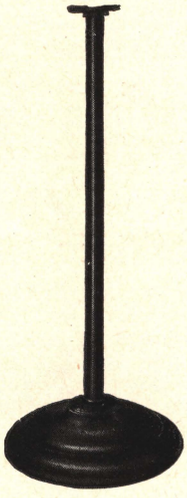

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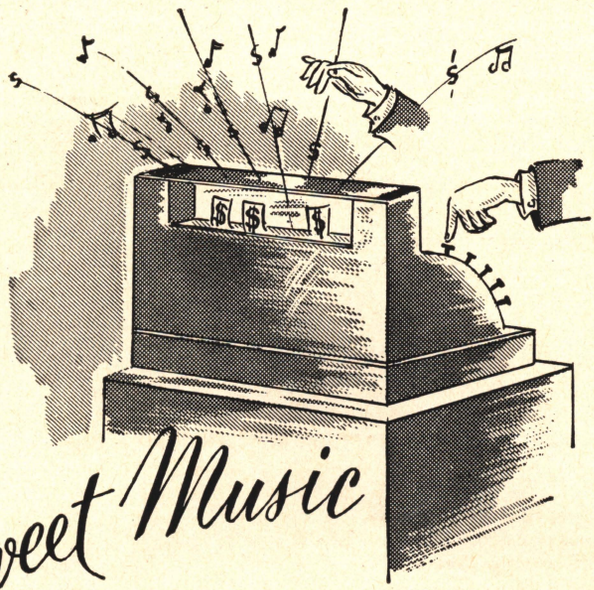

Sweet Music

. . . and to keep it ringing in the War Months Ahead Buy Your Arcade Equipment NOW. Equipment is getting very scarce and will be rationed soon. Come in NOW and let us help you work out your requirements and plan your future operation.

MAC SANDERS

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Southern California

LOS ANGELES — March was a busy month in the Southland with operators checking inventories with the Assessor and getting plans made for new purchases to fill out their operations for the duration. News that no new machines will be manufactured after May 1st brought a lot of out-of-towners in for equipment and jobbers and distributors had a merry month with the old order pad.

The rise in the price of raisens hasn't hurt operations a bit in the San Joaquin valley and Floyd Knudson, Del Bern and R. A. Talbert of Fresno report "takes" at a very favorable level. Likewise down in Exeter C. A. Tomlinson reports the same conditions prevailing.

Coin machine circles were saddened in mid-March to learn of the tragic death of Stephen King, of the operating partnership of Johnson and King, who met instant death when his car was caught between two heavy trucks in an Army convoy in Los Angeles.

Doug Wiser, who used to develop game ideas for California Games Co., is now busy on defense work and is supplying the major airplane plants with time saving devices.

Bill Happel, of Badger Sales, is beginning to feel like a native son. Badger Sales has been a busy spot the past thirty days with the lads dropping in to see the new place, meet Bill, and leave a little business. Happel thinks well of our desert oasis, Palm Springs, and in company with Mrs. Happel has been drinking deep of the sunshine down there on week-ends.

Percy Shields continues to get out into the field to see the boys and is making regular trips down San Diego way. Each return trip finds Percy coming in with a truckload of equipment he has picked up. On one of his trips he returned with a Wurlitzer automatic piano that is 51 years old. Piano works good and sounds fine and is making Percy a few nickels right in his own place of business.

S. R. Hopkins, pipes from Beaumont, that this year's Peach Blossom festival over Easter brought a flock of city folks to his town and his machines got a good play.

One of the Presher boys in San Diego (we never could keep the three of them straight) has just laid it on the line for a new home.

Paul Laymon is doing a nice business on his game re-building idea. Operators bring in their old games, Paul has them re-built, repainted and redesigned into an entirely new game, and the operator takes out a brand new game for a very small fee.

Milo Herring, who made quite a name for himself in the refinishing business last year, has returned to the field and is now holding forth at 1705 West Pico. Abe Berman who formerly had his Arcade Exchange in the same location is now operating in Bakersfield.

Also up in Bakersfield is Ted Brown, who with his mother, has developed a marvelous operation in the Valley since taking it over upon the death of his father.

Over in Pasadena Arch C. Riddell, who has the Wired Music set-up in the town and operates many cigarette machines there, has added a retail record store to the Riddell Enterprises. Store is just a few doors from the Wired Music Studio and is well stocked with new records and albums.

Glen McCarter drifted in from Hemet and points South the end of the month to load up some new equipment.

Curley Robinson, AOLAC prexy, flew to San Francisco in late March to confer with Sid Mackin, prexy of the S. F. group.

The Army hasn't hurt the business of LeRoy Conrad, G. F. Cooper and R. G. Patterson over in Riverside County and they report business as tip-top.

Jack Gerety's Penny Arcade in Bakersfield is one of the hot spots of the town.

Jobbers and distributors are looking around for non-coin-operated lines to take on during the war months. Several have good lines already in tow and announcements will be made in next month's issue.

W. E. Simmons is proudly showing the last Packard Pla-Mor box which Homer Capehart sent him recently. Bill got the first as well and now, many thousands of

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1	New 5c CIG. MERCURY	22.50	1	Evans BANG TAIL (perfect)	65.00
2	New 1c KLIX	ea. 10.00			
4	Western DEAD HEATS	ea. 95.00			

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boxes later, he has the last the factory produced before going into 100% war production.

Charles Riland of Fillmore is doing a bang-up job with new equipment.

Mrs. Mario Castegnaro of Associated Producers Distributing is in the East on a six weeks business and pleasure trip.

Shortly after his arrival on the coast Bill Happel had his Buick coupe stolen from in front of his store on Pico Boulevard. Picked up by the police a few days later it cost Bill more than $300 to get it repaired. A fine welcome our localites gave this chap.

Anyone visiting Bud Parr's office at General Music can tell that Bud has gone off the deep-end on Dobermans. A dozen or more bronze miniatures of the dogs are strewn across his desk. Bud has two Dobermans . . . a male and female . . . and both are now in a special school where they teach Dobermans to be Dobermans on a higher plane.

Returning from a two week trip to New York where he visited the factory in Haverhill, Mass., as well, Dick Parina stopped in for a business visit with brother Tony in the local offices of R. A. Parina & Co. The Parinas report they are kept busy trying to take care of the requirements of the Du Grenier operators on the Coast.

Jack Gutshall swoons into ecstacy when you mention the Bennett 4,000 play needle in his offices. Jack is doing a swell job with the needle and is carrying a large stock for quick deliveries to the boys.

C. Walters and Associates are now in their new headquarters at 2220 Beverly Blvd.

The AOLAC donated four marble games to the air cadets at the Santa Ana Air Base in mid-March.

William Nathanson returned from a quick air-trip to Mexico City on April 5th. Bill expects to have a big store open in L. A. by next month.

In Santa Monica Judge Cole ruled in early March that it may be against the law to run a candy punch-board in the town but in the eyes of the state such a device doesn't constitute a gambling machine.

Frank Navarro made the Rock-Ola showing at Jean Minthorne's a huge success the second day by buying a carload of new machines.

L. B. McCreary of E. T. Mape Music has worked out a system of rationing Seeburg equipment to musicmen.

Mac Sanders is planning a rationing system too for arcade equipment which is becoming increasingly difficult to obtain.

Harry Kaplan at Southwestern Vending, is offering operators the complete line of Mutoscope arcade equipment.

Fred McKee, International Mutoscope West Coast Representative, is opening a Penny Arcade on Main Street.

Coinmen were caught in some pretty spots during the backout on April 8th. Charlie Walters typifies the manner in which most of them were hung up. Charlie had just completed a service call at 7th and San Pedro when the blackout came. He walked four and a half miles home in pitch dark only to arrive home the minute the all-clear signal was given. Sore ankles received plenty of rubbing and liniment the following day.

Tex Miller, Blythe operator, loaded up some new equipment at Percy Shields in early April.

M. C. Edwards, San Bernardino, was in Los Angeles on the 10th arranging for the shipment of new phonographs to his spots over home.

Leon "Hi-Ho" Silver joined the Western Vending Machine Operators' Association at their March meeting.

Doug, Jr., weighing 7 pounds, 5 ounces, was born to Mr. and Mrs. Doug Wiser in Los Angeles on April 10th.

Bill Happel made the rounds of coinmen in Long Beach on the 10th.

Fred Gaunt is finding it a bit tough to keep ample stocks of used equipment on hand. His Trojan Novelty Co. looks like a deserted warehouse at the end of each business day for operator-sales are really clicking for Fred right now.

Ray Eberts is back on his music route in L. A. after attending the funeral of a relative in the East.

Lou Favorite is finding the local coinmen good prospects for his third dimension camera and viewer and many of the boys are buying them to use as premiums in their operations.

Earl Winters On Coast

LOS ANGELES—Earl Winters, sales-manager for International Mutoscope Reel Co., arrived on the Coast the first of April and was escorted around by Fred McKee, Mutoscope West Coast Chieftain.

This visit represented the first time Earl has been West and outside of soaking in sunshine and calling on Mutoscope operators he had little time for else . . . but the McKees saw to it that his spare minutes were well assigned to pleasures as Western coin-folks enjoy them.

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Flicker	17.50	Spotacard	62.00		

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Theaters Make Public Nibbling Pay a Handsome Profit

COIN MACHINE REVIEW 12 FOR APRIL 1942

Recognition of the place of vending machine equipment in the motion picture theater, which for so long has seemed so slow in arriving, now appears to be arriving with a rush—but no faster than the equal recognition that the old-time "candy butcher" had his place, that the public still, as always, likes to nibble while it's being entertained.

Helen Kent reviews the issue nicely in the "Modern Theatre Section" of the December 6, 1941, issue of *Boxoffice*, publication of theater management. Writes she:

In a great many picture theaters throughout the country today, a smart contributing business enterprise is being carried on most profitably. No, it isn't a "bookie-like" lottery, nor is it tableware distributing, nor a simplified variety of faro banking. This time it's a perfectly legitimate business and one which does not in any way act as a detriment to the prime occupation of running a refined place of public entertainment.

As a matter of fact, this secondary business actually contributes to the pleasure and appeals to the "good taste" of patrons and can in no way offend those among the public who believe that theater operation should stick to the presentation of good pictures in nice surroundings and leave the crockery, guessing games and gambling to those who make it their one means of livelihood.

It isn't a new idea; but it is a changed one. We refer to the purveying or vending of confections or refreshments within the theater. It is within almost everyone's memory when "candy butchering" was widely practiced in moving picture theaters. Yet, today, this practice, which fell into disrepute, is once again a high profit enterprise.

The difference is entirely in its method of handling. The fact that theater patrons like to "nibble" while viewing entertainment is as strong and important as ever. By acknowledging that fact and doing something sensible about it, the smart theater operator is putting himself in line for an extra profit which has been found to be most gratifying.

Of course only when the subject of confection vending in a theater is looked upon by the theater operator as another opportunity to be of *service* to his patrons is the profit angle really successful. It must be realized that his secondary business demands its share of attention also if it is to be really serviceable to the customers and profitable to the operator.

During the past several years, confection and popcorn vending in theaters has become refined and "ladylike" in its connotations. In most cases where it is practiced, it is a dignified and unobtrusive service to patrons, of which they have definitely shown unqualified approval by making such operation profitable. Gone is almost all of the messiness formerly associated with the purveying and eating of popcorn and other confections in the theater. The odors are eliminated by modern air conditioning, the selling is made attractive and the waste disposal is usually handled competently by conveniently placed refuse receptacles.

Undoubtedly the renaissance of confection vending within theaters resulted in large measure from the fact that in almost every case where a theater exists, its satellite, a candy and popcorn shop, would spring up next door or at least nearby. Theater managers would notice their patrons entering with confections to nibble on while being entertained. Obviously, there was no profit for the theater in this, and at the same time the oft bemoaned "messiness" was just as present as though a legitimate profit were being made for the theater.

Since theater patrons actually were going out of their way to bring eatables into the theater for consumption, or stopping to buy them upon leaving the theater, the logical step was to make them happy about the whole thing by providing this service within the house—the while taking a handsome profit—and making of it something refined and actually a credit to the theater.

• • •

Miss Kent, the writer, appraises the two types of operation (this use of the word is from the theater's viewpoint) of refreshment vending. On one hand is the theater operator who purchases his own equipment, supplies and incidentals and manages the vending business himself. Undoubtedly, she points out, this entails more trouble and attention than the other method, but "it is generally believed to more than repay the effort and minor expenses involved."

This equipment, the writer states, runs the gamut from the completely simple automatic vendor for either candy or cold drinks to the more elaborate counter and the miniature soda fountain unit. The needs of the theater, space available and class of patronage will dictate the type of equipment best suited to the individual theater.

Of late, however, she asserts, so important has this "extra business" become that many new theaters have been built with special space compartments provided in the plans for the purpose of installing the equipment and supplies for confection purveying. In this way the entire set-up is made

WANTED

We will pay top prices for any Late Bally Marble Game or Keeney Fortune and Contest, also Packard or Buckley Wall Boxes and Mills Late Slot Machines.

FOR SALE

Baker's Pacers (Daily Double)	$235.00
Evans Galloping Dominos	65.00
Evans Galloping Dominos (Late Head)	160.00
Evans Bang Tails (Late Head, 5 & 25c Play)	185.00
Evans Rolletto Junior (Late Head)	185.00

Exhibit Races	$ 60.00	Bally Preakness	23.00
Jenning Liberty Bell	40.00	Bally Carom	18.50
Keeney Track Time	75.00	Western Derby King	55.00
Keeney Triple Entry	175.00	Western Center Smash	12.50
Bally Fair Grounds	40.00	Western Flying High	12.50
Bally Fleetwood	30.00		

STEWART NOVELTY COMPANY
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A complete "JAP" changeover, consisting of 4 "Jap" cut-outs and streamers, each separate and easily attached in two minutes. DOES THE TRICK. THE INCREASE IN COLLECTIONS will "Triple" itself "IMMEDIATELY" and as effectively as if you had placed a NEW PIECE of equipment on location. COMPLETE CHANGEOVER for SHOOT THE CHUTES is only $4.50 each machine. Lots of 5, $3 each. CHICKEN SAM CHANGEOVER WITH BATTLE SCENE BACKGROUND IN FOUR COLORS WITH "JAP" COVERALL FOR "SAM," $6.00 COMPLETE. DISTRIBUTORS, WRITE FOR QUANTITY PRICES. Full CASH WITH ORDER.

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CAMBRIDGE, OHIO, U. S. A.

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more important and spotlighted, so to speak, in the eyes of the patrons. In the case of many older houses, formerly unused niches or anterooms are converted to the purpose, allowing space for larger and better equipment.

In those theaters where the operators (still the operators of the theaters) want to make confection vending a "big business," it is only to be expected that the extra-promotional effects of an elaborate layout will have more immediate results. It is this appeal to the nibbling habits of patrons, Miss Kent continues, which has brought forth the spotlighted candy counter in the lobby of many theaters. And from this beginning many theaters have expanded to refreshment and "milkbars" in specially set-apart niches or rooms in their properties. These inviting supplementary businesses encourage patrons to spend more time in the theater, and regularly to make an evening of their motion picture entertainment spree. And this, of course, reflects nicely upon the theater's good will gesture.

The alternate type of operation of confection and refreshment vending is by means of a concession. Although the profit is less, the responsibility of theater management is completely absent. Aside from setting apart space in the theater, the theater's part in the transaction of this business is almost negligible. The theater merely takes its share of the profit, and profits are usually good, judging from the fact that confection vending concession operators are most anxious to set up their business in the theaters, Miss Kent reports.

Into either picture may come the coin machine operator, though it appears likely that he will get the best reception from the theater management which handles the refreshment business itself.

Miss Kent pays singular tribute to coin operated vending devices: "For sheer refinement and practicality, the attractive vending machine for candy, nuts, chewing gum and cigarettes cannot be bettered.

"In its favor are neatness of appearance, minimum space requirements, the very least amount of management attention, and appeal to the 'slot machine' instincts of patrons. Then, too, there is the fact that no attendant is required for this type of equipment. Although the personal service angle appeals to many patrons, there are just as many adherents to the automatic machine as a vendor of confections and refreshment, since, indeed, even cold drinks are sold through coin operated vending machines today and the novelty appeal of this type of dispensing is even more outstanding with patrons than anything of the sort which has been offered them heretofore."

In summary the writer declares: "The handsome net profits realized from the sale

(See PUBLIC NIBBLING, Page 14)

MOVIES

Operators Welcome Lens

LOS ANGELES—The sensational new "conversion lens", developed by the Metermovie Division of the General Devices Corporation, Los Angeles, manufacturers of the widely-distributed Metermovie machine, is making a landslide sweep of the nation's movie operators, according to reports received by THE REVIEW.

Just announced in last month's issue of this magazine, the lens has already been rushed to almost every state in the Union, and operators from coast to coast are clamoring for the item and deluging the company with telephone and telegraph orders.

An engineering feat in the field of optics, the new lens performs all the functions of an ordinary projection lens, and at the same time actually "reverses" the image at the point of origin in the projector. In other words the conversion lens causes the image to appear in reverse of the way it would normally appear using an ordinary projector lens.

This means that any type of film can be used in any make of machine, and operators will not be required to operate only "standard" or "reverse" film depending upon the type of machine used. To use standard film in a machine designed for reverse film requires only that the Conversion Lens be substituted for the lens ordinarily used. Thus, an operator may use both types of film in one kind of machine, or use film of one kind in both types of machine.

According to the opinions of operators canvassed by this magazine, the conversion lens is one of the greatest single advancements in the field of coin movies.

Soundies Signs Names

HOLLYWOOD—Soundies has just signed Shep Fields and his Orchestra to do "Whistler's Mother-In-Law" and Wynn Murray, Joan Edwards and Connie Haines to do shorts for the coin-operated movies.

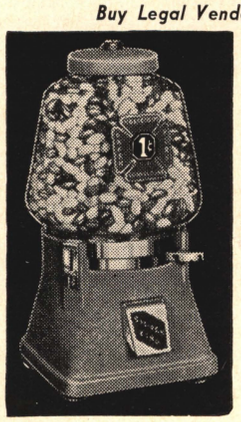
Just completed in a series of subjects featuring Announcer Don Wilson, Johnny Johnston, the King's Men, Anita Boyer and Aileen Shirley and her Minoco Maids of Melody.

Opens Arcade

TEXARKANA — George Prock, well known owner of the George Prock Co., Dallas, recently opened a Penny Arcade here with E. L. Keller installed as manager.

16MM . . . 3 Minute
SOUND FILMS
Send for List
LES LORDEN
2313 W. Pico Blvd., Los Angeles

KING OF VENDORS FOR BALL GUM, CANDY-PEANUTS
Buy Legal Vendors, avoid trouble



Cash In— 5 LB. "Silver King," $7.95 10 at $7.50

FREE Cat. & Instructions Write today

'King Jr.' $4.75 Each

Newest, most modern money-maker for all locations. Just the right size for counter or booths. Vends peanuts and small candies, also all types of Breath Pellets. Capacity 2 lbs. candy — Blue Hammerloid finish.

4 New Films
for View-A-Scope
"Art—Nudes" No.: 1-2-3-4
400 New 2x2 "Art Slides" for "Peek Show" or Projector

Latest Model "PEEK SHOW" or VIEW-A-SCOPE - - $24.50
Send for circular

Electric Gun Shocker
An old favorite in modern style - - - - $32.50
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AUTOMATIC GAMES
2422 Fullerton Ave., Chicago

METERMOVIES' CONVERSION LENS
IS TAKING THE COUNTRY BY STORM!

This Sensational Optical Invention "Reverses" the Picture Image. By using this lens films can be interchanged between Movie Machines of any make. Rush your order!

THE 1942 MODEL METERMOVIE MACHINE NOW AVAILABLE—AND GOING FAST
WIRE METERMOVIE DIVISION
GENERAL DEVICES CORPORATION
CR. 61408
8851 BEVERLY BLVD. HOLLYWOOD, CALIF.

Public Nibbling

(Continued from Page 13)

of candy, popcorn and cold drinks in theaters are now well known. No one has ever disputed this fact, and it would seem that such operation grows increasingly more acceptable and profitable as time goes on. However, for the sake of showmanship, it must be realized, and we reiterate it in conclusion, *that even more important is the public service angle.* By maintaining the 'extra profit' item as a service to the theater patrons, confection vending is given its proper relation to the theater's real business —entertainment."

Miss Kent, whether knowingly or not, has done an excellent job of public relations for the vending machine section of the coin machine industry. It's up to operators themselves to capitalize. Her suggestions will make many a theater manager now listen to an operator's plans with a ready ear.

PHILADELPHIA

PHILADELPHIA—A tremendous renovation campaign is being undertaken by local music machine operators. All types of phonographs are being modernized and prepared for use should the drastic elimination of new machines make necessary placement of old equipment.

The annual social event of the local operator spring season is the Phonograph Operators of Eastern Pennsylvania and New Jersey dance and banquet. This year the widely-awaited affair will be held at the classy Club Bali on Sunday evening, May 5. Entertainers from New York and Philadelphia will provide the pleasure for operators, their wives and guests. In addition a number of prominent civic officials and judicial personalities are expected to attend the affair which will have an attendance of several hundred.

Affairs for the banquet are being capably handled by business manager Jack Cade and Sam Stern, both of whom are already working-in-high on the line-up for the evening's amusement. A name-orchestra and singers of the various recording companies have already been assured the operators by Raymond Rosen & Co. and other distributors. A special tie-up has been arranged with the "Bonds For Victory" committee in order to provide guests with a unique, patriotic souvenir of the occasion.

The entertainment committee for the banquet, in addition to chairman Sam Stern, consists of Ben Hankin and Herman Scott. The year book committee is comprised of: Harold Reese, Herman Scott, Ben Hankin, Harry Elkins, Phil Frank, Bert Sheward and Ben Fireman. As usual THE REVIEW will be the only trade paper represented in the program for ALL members of the Association are REVIEW subscribers and the publication has the official endorsement of the Association. Business manager Jack Cade remains as an ex-officio member of each committee.

The Phonograph Operators are already planning a long range, powerful public relations and good-will campaign intended to instruct the public regarding the usefulness of their industry and the tremendous benefits in employment, pleasure and entertainment derived from music machines. A well-known public relations expert will be hired to handle the task of acquainting Mr. and Mrs. Average American with the phonograph and its usefulness.

First step taken by the Association to cooperate with defense has been to change their music-machine label to a patriotic motif. Prominent words on the label are "Buy Bonds For Victory."

Max Margolis is being congratulated for his wife gave birth during the past month. The proud daddy is just recovering from a severe attack of yellow jaundice which made him fear that the infamous yellow-peril had struck him.

Vacationotes: Sam Stern of Keystone Music is planning an extended trip to Hot Springs, Ark., following completion of his arduous labors on the Association banquet. Back. in Philly from Florida jaunts are Marty Mitnick, who looked the picture of health following recovery from an illness, and Eddie Leopold who was just down to look over the business prospects at the tracks.

Hits of the month included: Glenn Miller's "Don't Sit Under The Apple Tree" and the same band's dandy "The Story Of A Starry Night" while Dinah Shore also moved back into the hitrack with "Goodnight Captain Curly-Head" and a teaming with Freddy Martin on "I Looked At Heaven". Vaughn Monroe's warbling of "Honey Dear" has already succeeded in making girls dig deep for more nickels. Tommy Dorsey's "What Is This Thing Called Love" has stirred many memories, while Sammy Kaye's moans about "Seeing You Did Me No Good" is another hitune. Hal McIntyre's new band has swiftly caught on with "How Do I Know It's Real" while Artie Shaw stays in the top ranks with "Somebody Nobody Loves".

The dinner meeting of the Association was held this month at Benny The Bum's, a swell place despite the tag, and everybody is still raving about the excellentype entertainment turned-in by the member's impromptu dancing and singing. Some of the men have already received offers from Izzy Hirst's Troc troupe.

Eddie Heller, Abe Lyman's record promotion manager, returned home for a few days before taking leave for Uncle Sam's Army, and the flood of good-wishes which he received merely proved once more than he was tops in popularity.

Harry Bortnick

Phonograph and Console Specials

2 Rock-Ola Spectravox and Playmasters	$299.50	1 Rock-Ola Monarch	$100.00	50 Mills Free Play Mint Venders	$ 79.50
1 Rock-Ola Super Rockolite	275.00	2 Wurlitzer 616	79.50	8 Super Bells	239.50
1 Rock-Ola Master Rockolite	250.00	2 Rock-Ola Standard	160.00	1 Bally Big Top	119.50
1 Rock-Ola Master Walnut	240.00	4 Bally High Hand	174.50	2 Watling Big Games with Totalizer	139.50
4 Rock-Ola Deluxe	175.00	8 Silver Moon Totalizers	149.50	2 Watling Big Games	119.50
		12 Jumbo Parades, Animal Reels	89.50	2 Super Bells, Brand New	265.00
		1 Jennings Free Play Mint Vender	69.50		

Above Consoles are all Free Play in excellent mechanical condition.

One-third deposit required. Write for Our Latest Price List

H. G. PAYNE COMPANY

312 BROADWAY NASHVILLE, TENNESSEE

Atlas Ready With Games

CHICAGO—In anticipation of the approaching deadline on May 1st when all manufacturing of coin-controlled equipment will stop, the Atlas Novelty Co., is continuing more strongly than ever the policy of buying all types of good, late equipment.

For several months Eddie and Morris Ginsburg, Atlas officials, have been stocking up on both new and used equipment. The sales have been good during the past few weeks and they feel this stock is still sufficient to serve their customers for many months.

When May 1st arrives Atlas expects to have a stock second to none in the world in size and variety. Operators can therefore depend upon Atlas for all the machines they will need to keep their operating business on a profitable plane for the duration.

Wise operators are looking ahead right now and buying what they need before shortages bring higher prices.

Grundy Back

LOS ANGELES—W. Kay Grundy has just returned from an extended business trip which took him the length and breadth of California.

While in San Francisco, Mr. and Mrs. Grundy spent some time with Fred Trevillian, who was returning to his operations in Hawaii. Fred had waited three weeks for passage and finally had to ship as a first-class seaman to get back to the Islands.

Grundy is readying a new machine which will shortly be announced.

• FREE PLAY GAMES for Immediate Delivery

ABC Bowler	$42.50	Click	$55.00	Knock-Out	$75.00	Spot Pool	$51.50
Anabel	17.50	Cross Line	20.00	Leader	17.50	Sun Beam	30.00
Argentine	42.00	Clover	64.50	Legionnaire	47.00	Sky Blazer	43.00
All American	18.00	Do-Re-Mi	34.50	Landslide	17.50	Slugger	25.00
Air Force	56.00	Drum Major	22.50	Majors '41	35.00	Score-a-Line	22.00
Attention	22.50	Duplex	22.50	Miami Beach	36.50	Stars	25.00
Dble. Feature	15.00	Double Play	32.50	Monicker	60.00	Sky Line	17.50
Band Wagon	19.00	Dixie	18.00	New Champ	59.00	Texas Mustang	47.50
Belle Hop	39.50	Flicker	22.50	Polo	23.50	Topic	75.00
Big Chief	19.50	Four Roses	24.50	Play Ball	22.00	Towers	62.50
Big League	18.00	Four Diamonds	41.00	Power House	18.00	Target Skill	29.50
Big Show	17.00	Five & Ten	77.50	Seven Up	27.50	Ten Spot	35.00
Bola Way	40.00	Formation	19.00	Sea Hawk	28.00	Victory	75.00
Boom Town	28.50	Gold Star	22.00	Silver Skate	29.50	Venus	62.50
Big Parade	75.00	Gun Club	44.50	Sport Parade	27.00	Wild Fire	26.50
Broadcast	25.00	Hi Hat	33.00	Star Attraction	40.00	Velvet	21.50
Bosco	60.00	Hi-Stepper	28.00	Spot-a-Card	58.00	Yacht Club	18.50
Cadillac	20.00	Home Run	72.50	Stratoliner	24.00	Zig Zag	40.00
Champ	49.50	Horoscope	37.50	Super Chubbie	39.50	Zombie	21.50
Captain Kidd	55.00	Jungle	57.50				

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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Clarifies 5% Tax

LOS ANGELES—In a letter received here by the Southern California Tavern Association, Deputy D. S. Bliss of the Treasury Department clarified the 5% cabaret tax and its application to locations using automatic music.

Said Bliss: "It is stated that certain cafes, restaurants, etc., furnish mechanical music machines and intend to cover the dance floors with rugs or tables to prevent the patrons from dancing prior to certain hours during the evening. Advice is requested as to whether the amounts paid for refreshment, service and merchandise prior to the time the entertainment starts, are subject to the tax.

"During the time the floor is covered with rugs or tables and no dancing is permitted, the entertainment does not qualify as a public performance for profit within the meaning of the Section."

If a cafe or similar places has an automatic phonograph and space for dancing, but has a permit for Saturday nights only when an orchestra is employed, the location is liable for the 5% tax on all refreshments, service and merchandise vended for the entire week.

Questioned as to whether receipts from an automatic phonograph were taxable Bliss said: "The 5% tax imposed by section 1700e of the Code, as amended, applies only to those amounts paid for admission, refreshment, service and merchandise at a cabaret or other similar place furnishing a public performance for profit and **it is held that coins deposited by patrons in a mechanical music machine do not constitute amounts paid for admission, refreshment, service or merchandise within the meaning of the section."**

Where there has been a misunderstanding of the law and the tax has not been paid, Bliss said that the locations will only be liable for tax from the date they became aware of the ruling in Mimeograph Coll. No. 5321.

ASCAP Gets In Line

CHICAGO — The American Society of Composers, Authors and Publishers, long-time nuisance to coin machine locations, has a new theme song, "Not to Sue But to Sell."

According to a statement by John G. Payne, general manager, ASCAP will change its tactics in regard to collections from music users and will henceforth employ a persuasive sales technique rather than threat of suit.

Speaking at a meeting of ASCAP district managers and field agents, Payne stated: "ASCAP is changing from a protective policy to a sales policy. In this connection the society recently dismissed its lawyer representatives and replaced them with businessmen."

For 25 years, ASCAP has used a distinctly legal approach, collecting its fees by litigation, and its lawyer representatives were accustomed to obtaining fees by the threat of suit.

ASCAP, which emerged much chastened after major networks banned its music for 10 months of 1941, will use its agents as salesmen, who will keep users informed of composers' latest works and aid in merchandising the tunes.

D E C C A
All-Star Records

MUSIC

California Music Operators' Association Conducts Varied Activities

OAKLAND—One of the busiest organizations of coin machine operators in the entire country is the California Music Operators' Association headed by their dynamic state President, George A. Miller.

The Association held their annual stag party a month ago and had some four hundred in attendance, including many outstanding city and county officials, such as the Chief of Police, city Councilmen, and Supervisors, as well as assemblymen and Senators. An excellent dinner, top-ranking floor show, and enjoyable evening was had.

Speaking of the many activities of the group, prexy Miller said: "The California Music Operators' Association has put on a Defense Bond drive in Northern California and the members of the organization have purchased over $20,000 in defense bonds to this date. Our quota is $50,000 and we are certain to attain it.

"Another one of our activities is a book and magazine drive which was 100% successful and several carloads of books and magazines were delivered to the various army, navy, marine and air corps bases. From time to time our group has been called upon to donate phonographs to the various military bases and Red Cross chapters and in each instance we have complied and provided machines that will remain the property of the army, navy, or other parts of the service for the duration of the war.

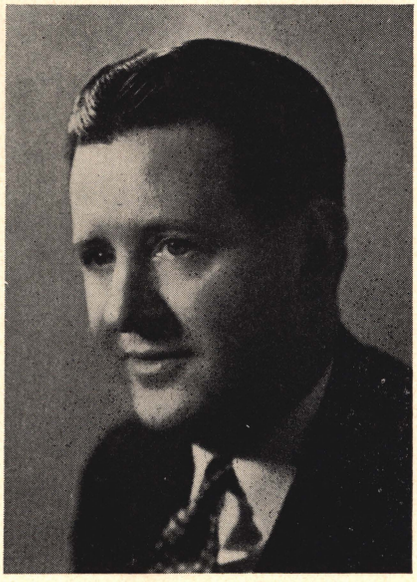
"In the last few weeks we have called upon every music operator in our area to donate at least ten records for distribution to the various parts of the U. S. defense service. The men have responded 100% and records have been supplied the various army posts."

The Wired Music Industry has co-operated splendidly and President Miller's last speech was broadcast into every tavern that had wired music. The System is also being used for blackouts and other emergency warnings.

The membership can well be proud of the six year record of the California Music Operators' Association for it has functioned probably as well and even better, than most music operator organizations and has performed a real service to both the operator-members and the general public.

To aid in giving better service to the membership President Miller has announced that Jack Grant has just been employed as his assistant and is already doing a splendid job in working with the operators.

"Jack is a military man and has a very wide acquaintance of friends around the Bay District," said George, "and with his various connections he is bound to be an asset to the organization as well as a good assistant to me."



GEORGE A. MILLER, State President California Music Operators' Ass'n.

State President Miller will still be in complete charge of Northern California and the East Bay district, but will have more assistance in handling many of the minor details.

Miller believes, as does Grant, that the California Music Operators' Association is still one of the finest organizations in the United States and certainly has a group of the finest gentlemen for members. THE REVIEW seconds the expression and sincerely thanks the Association for the nice tribute paid it in the advertising columns of this issue.

What's In A Phono?

WASHINGTON, D. C.—Here is some consolation for those who may be affected by the recent War Production order banning manufacture of automatic phonographs after May 1st.

One large phonograph contains enough brass to make 750 cartridge cases, enough steel, 130 pounds, to make five light machine guns, and 42 pounds of plastics which can be used for control panels on army and navy planes. The aluminum in 125 of the larger size would be enough for one fighter plane.

* * *

"It must be terrible for an opera singer to realize that he can never sing again."

"Yes, but it's much more terrible if he doesn't realize it."

The Wise Operator
Is Buying the BENNETT
4000-PLAY NEEDLE
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1870 W. Washington Blvd., Los Angeles

Bing Crosby - - - only on
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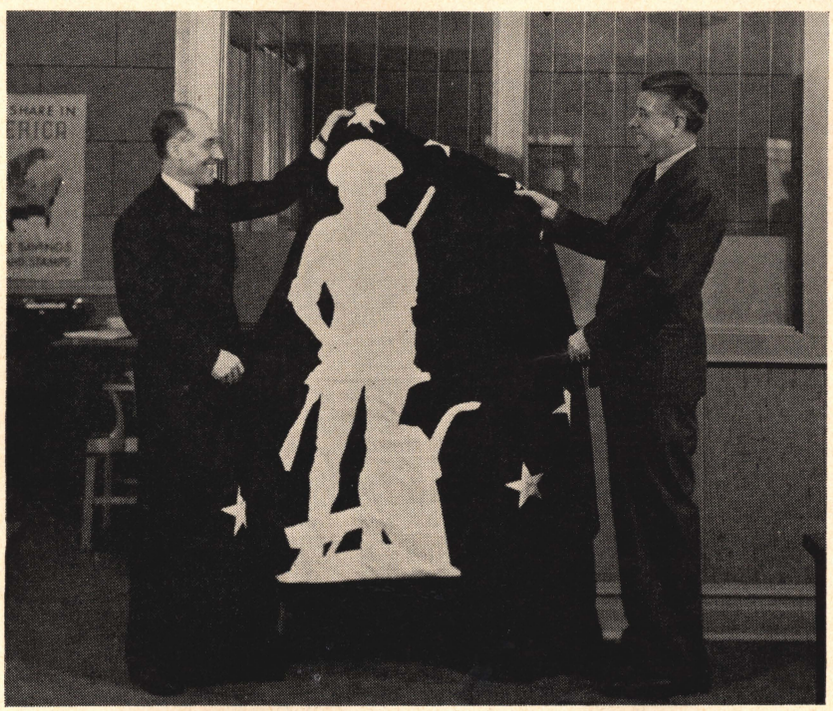

The J. P. Seeburg Corp. receives the Treasury Department flag and a citation for signing up 96% of their 1,000 employees for the Payroll Allotment Plan for the purchase of Defense Bonds. Norman B. Collins, state administrator for the U. S. Treasury, is on the left presenting the flag to James Barron, vice-president of Seeburg.

Impressive ceremonies marked the raising of the new Treasury Department flag on the roof of the Seeburg plant.

Andrews Sisters - - only on
D E C C A

Guy Lombardo - - only on
D E C C A

It Pays to Modernize!
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at
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REMEMBER

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BADGER'S SPECIAL APRIL'S RECONDITIONED PHONOGRAPH BARGAINS

Every Machine is Thoroughly Checked by Our Expert Mechanics, Guaranteed in Perfect Working Condition, Ready to Be Placed on Location. Due to Market Fluctuations We Are Not Listing All Prices. Write for Price on All Phonographs Not Priced.

SEEBURG		WURLITZER		ROCK-OLA	
SEEBURG, 9800 RC	Write	WURLITZER, Model 850	Write	ROCK-OLA Spectravoxs	Write
SEEBURG, 8800 RC	Write	WURLITZER, Model 750	Write	ROCK-OLA Glamours	Write
SEEBURG Colonel RC	Write	WURLITZER, Colonial 780	$349.50	ROCK-OLA Universals	$ 89.50
SEEBURG Majors RC	$295.00	WURLITZER, Model 800	339.50	ROCK-OLA Supers	209.50
SEEBURG Classics	194.50	WURLITZER, Model 700	289.50	ROCK-OLA Master	197.50
SEEBURG Vogues	184.50	WURLITZER, Model 500	189.50	ROCK-OLA De Luxes	159.50
SEEBURG Regals	149.50	WURLITZER, Model 600	159.50	ROCK-OLA Standards	149.50
SEEBURG Gems	139.50	MILLS EMPRESS	179.50	ROCK-OLA Monarchs	99.50
SEEBURG Rexs	94.50	MILLS THRONES OF MUSIC	129.50	ROCK-OLA Imperial (20)	79.50

BADGER'S PHONOGRAPH REPLACEMENT CABINETS FOR ALL MAKES AND MODELS

Your Old Phonographs Become 1942 Models When Placed in Our New Cabinets

Here is an opportunity to re-establish your old machines as top money-makers on your routes.

Beautifully designed, exquisitely lighted and acoustically perfect sound chambers make OUR REPLACEMENT CABINETS TODAY'S BEST INVESTMENT for the Operator.

COME IN AND SEE THESE NEW CABINETS TODAY

BADGER'S HIDE-A-WAYS, SPEAKERS AND BOXES

Rock-Ola Imperial with Adapter, 4 Bar Boxes, 2 Wall	$189.50
Seeburg Royales with Adapter, 2 Wall Boxes	179.50
Wurlitzer 616 with Adapter, 7 Selectomatics	198.50
Wurlitzer Twin Twelves in Metal Cabinets	169.50
Kleer-Tone Speaker Cabinet, $17.50, with PM 12 inch Speaker	23.50
Badger Cabinet Speaker with Volume Control and 10 inch Speaker	9.95
Rock-Ola Moderne Tone Column	69.50
Rock-Ola 1941 Bar Box, $17.50; 1940 Wall Box	16.50
Rock-Ola 1941 Bar Box, $22.50; 1941 Wall Box	19.50
Seeburg Select-O-Matics, $12.50; Wall-O-Matics	27.50
PLA-MOR BOXES	26.50

BADGER SALES CO.

Assoc. Eastern Office
BADGER NOVELTY COMPANY
2546-2548 No. 30th Street
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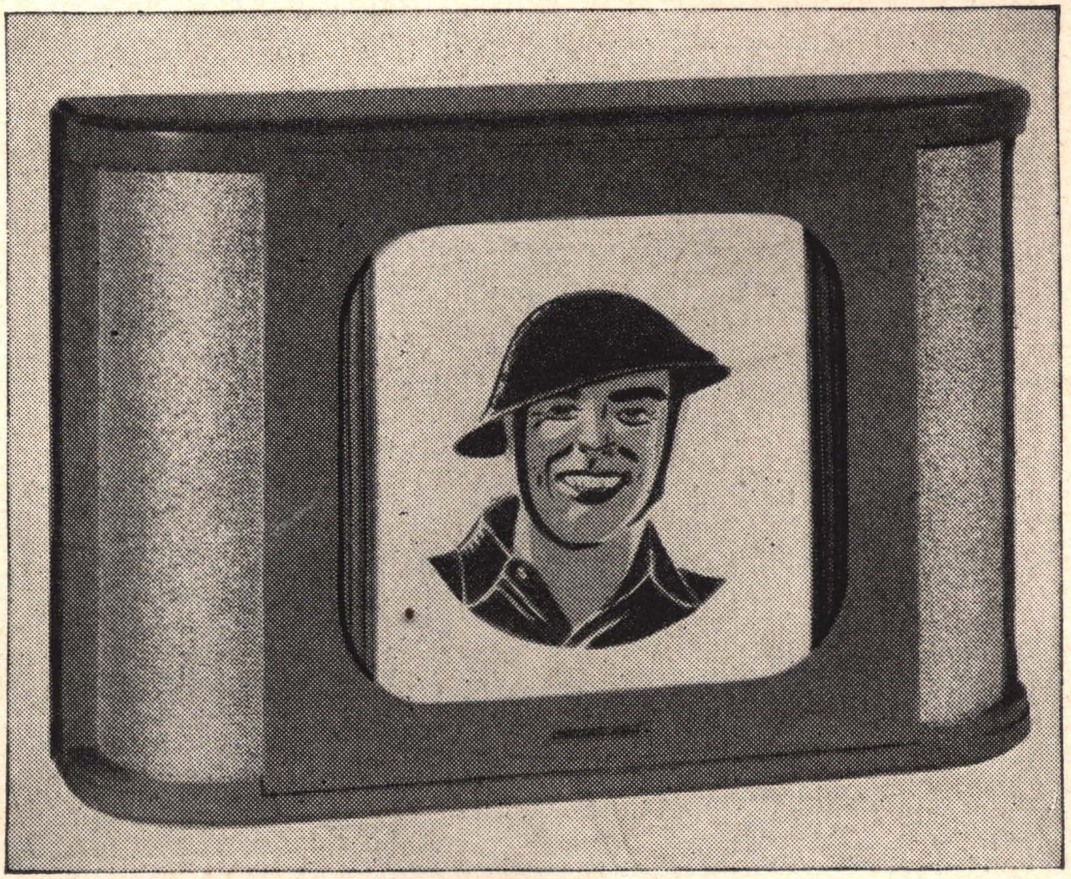
1612 West Pico Blvd. **DRexel 4326** **Los Angeles, Calif.**

BUY DEFENSE BONDS AND STAMPS WITH THE MONEY YOU SAVE AT BADGER

PATRIOTIC CABINET SPEAKER



The FIGHTING AMERICAN

There is a place for this Patriotic cabinet on any location. Therefore, to enable all those who want one to have it, we are making the price extremely low.

- Red and blue silk trim together with the white background make the Patriotic colors.
- Large, highest quality PM dynamic speaker.
- No cabinet rattles or buzzes.
- Volume Control.
- Sold under the same money back guarantee as all Wright Products.

PRICE COMPLETE **$19.50**

Distributors write for prices and literature

WRIGHT INC.

2231 University Ave. **St. Paul Minnesota**

WE MUST FACE THE FACTS ! !

W.P.B. Orders Juke Box Ban

Thirty Concerns With 10,000 on Pay Rolls Come Under Edict

WASHINGTON, March 16. (AP) The War Production Board tonight ordered the shutdown of all manufacture of juke boxes, weighing machines, pinball games and other amusement machines on May 1.

about the race and arms.

Shutdown Ordered On Pinball Output

WASHINGTON, March 16.—(AP)—The War Production Board tonight ordered the shut down of all manufacture of juke boxes, weighing machines, pinball games and other amusement machines on May 1.

Juke Boxes War Victim

Production of automatic phonographs, weight and amusement machines will end May 1, by order of the War Production Board. Until the shutdown, manufacturers will be permitted to produce at one and one-half the February rate, largely with materials already on hand. The industry comprises about 30 companies, 12 of which already have war orders.

Juke Boxes

U. S. Orders Halt In New Machines

WASHINGTON, March 16 (AP)—The War Production Board tonight ordered the shut down of all manufacture of juke boxes, weighing machines, pinball games and other amusement machines on May 1. The order affects an industry of about 30 companies, mostly in the Chicago area, employing about 10,000 persons.

Board said the shutdown make available for war uses tal quantities of copper, nickel and other d predicted the conversion

A Statement by

BUD PARR

Los Angeles Manager of

GENERAL MUSIC CO.

COIN MACHINE REVIEW **19** FOR APRIL 1942

The manufacture of all types of coin-controlled music equipment must positively cease on May 1st. Our repeated warnings of the past three months are now cold, hard, actual facts!

Now, as never before, it behooves the music operator to anticipate his requirements for the next two years or more and to place his orders accordingly.

Fortunately we are in a favorable position at this time to take care of reasonable requirements, but we warn you—stocks are limited and once depleted can never be replaced.

We urge you, therefore, to visit our nearest office today, without further delay!

Sincerely,

Bud Parr

GENERAL MUSIC CO.

1157 Post St., San Francisco — **2277 W. Pico Blvd., Los Angeles**

Distributors of BUCKLEY MUSIC SYSTEMS

Other Buckley Distributors:

CHARLES A. ROBINSON
1911 West Pico Blvd., Los Angeles

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243-45 W. Trent Ave., Spokane, Wash.

WESTERN DISTRIBUTORS
3126 Elliott Ave., Seattle, Wash.

WILLIAM CORCORAN, *Pacific Coast District Manager for Buckley Music Systems, Inc.*

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Nathanson Sees Rainbow

LOS ANGELES—Returning from a quick business trip to Mexico City by plane on April 5th, William Nathanson, well-known and prominent figure in West Coast coin machine circles for many years, declared that "every cloud has a silver lining and even though many operators feel dubious about the future, there is nothing to really worry about.

"We should be proud," said Nathanson, "that we can turn over the inventive genius of this great industry to our National Defense. The Industry, as usual, will weather this period just as it has many other turbulent ones, and even now, as I speak, prominents in our business are preparing change-overs, revamps, remodels, etc., to aid operators for the duration."

Nathanson will shortly open a large establishment in the city to cater to the needs of Western Coinmen.

Gutshall Offers Needle

LOS ANGELES—Jack Gutshall of the Jack Gutshall Distributing Co., announces that his firm is now able to offer the music operators of the West the Bennett 4,000-play needle which has had such a sensational reception by musicmen throughout the East and Middle West.

Manufactured by Paul Bennett, a pioneer in the coin machine field, the needle is receiving a warm welcome from Western operators and Jack reports quantity sales to operators in all parts of this territory.

Jimmy Lunceford - - only on
DECCA

Decca's New 50c Series

NEW YORK—Decca has introduced a new "18M" series of records to retail at 50c and featuring such artists as Deanna Durbin, Kenny Baker, Gracie Fields, Raymond Scott, Lionel Hampton, Harry Horlick, Martha Raye, Leo Reisman, Alec Templeton and Fred Waring.

Said Jack Kapp, Decca prexy, "New Faces on Decca means just that. It means new bands, new vocalists, new artists of world renown. The original ideas, expert showmanship, that have made Decca famous will continue to produce the greatest records these artists have ever made, for release on our new 18M series each week."

Fred Waring, off records for ten years, has featured in an album of 8 sides of patriotic and Service songs in the first release of the new series.

Rock-Ola Territory Shifts

CHICAGO—The Kentucky area has just been added to the North Carolina territory for Trenton Bridge, representative for Rock-Ola, according to an announcement by Vice-President Jack Nelson.

Ed Woodfin, Georgia distributor with headquarters in Atlanta, has been awarded the state of Alabama territory, and H. G. Payne of Nashville, Tenn., has had the Memphis area added to his Nashville representation.

Miller Leaves Hospital

OAKLAND—George Miller of the Northern Distributing Co., Rock-Ola distributors, is now up and around again after a seige in the hospital.

Miller is probably one of the best-known men in the phonograph business in these parts due to his intense Association work.

HEIDT ENTERTAINS

The pictures on the opposite page were taken at a special Housewarming in the offices and showrooms of the General Music Co. in San Francisco on Monday, March 9th. Horace Heidt and his principal entertainers were guests of honor at the 5 p.m. to 7:30 p.m. party and performed solo stunts for the entertainment of more than 200 Northern California operators.

Top photo shows Fred Lowery, blind whistler, whistling "Indian Love Call" accompanied on the piano by Frankie Carle. Center left: "Bill" Corcoran, Horace Heidt, and Ernie Brennan in foreground, and part of the group in attendance. Said Horace, "This Buckley baby in my hands, sells sweet music in many lands." Center right: Larry Cotton, Dona Wood, Horace Heidt, Frankie Carle and Ernie Brennan drink a "Java toast."

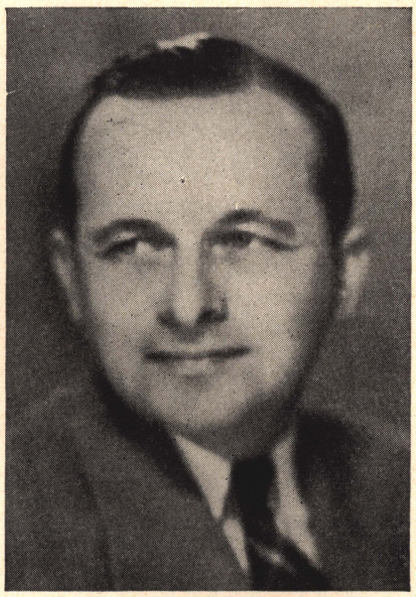
Bottom left: Horace and "Big Bill" Corcoran renew an old acquaintanceship. Bottom right: Dona Wood warbles a hot one for the gang.

Our PLA-MOR Stock will Not Last Long.

Protect Your Operations & Come In TODAY!

JACK GUTSHALL DIST. CO.
1870 W. Washington Blvd., Los Angeles

Thanks to the Packard PLA-MOR Distributors and Jobbers



in the Eleven Western States for the Splendid Sales Record made in the West.

Your fine support was greatly appreciated.

Also our thanks to the hundreds of operators placing their orders for many, many thousands of PLA-MOR SELECTORS.

●

Watch for My May Announcement of Something of Vital Interest and Importance to Every Operator and Distributor in the Western States

W. E. SIMMONS

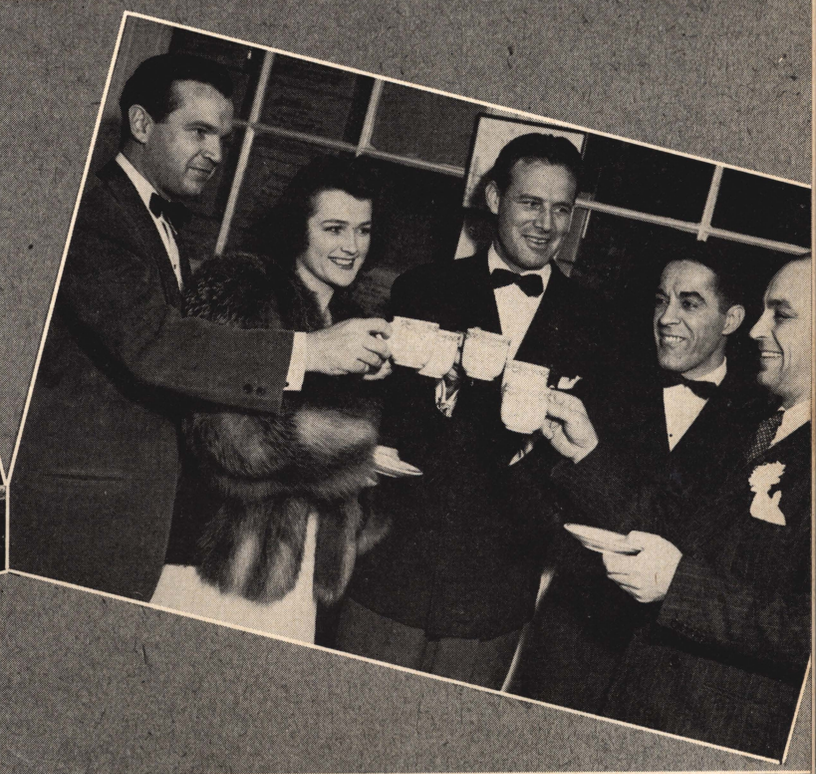
Western Regional Manager for Packard Mfg. Corp.

1025 N. Highland Ave. GRanite 4148 Hollywood, Calif.

HORACE HEIDT

visits

GENERAL MUSIC



CONGRATULATIONS

to the COIN MACHINE REVIEW for the splendid manner in which they keep the Coin Machine Operators informed on the various things that are happening to the Industry under the present conditions. I think that the COIN MACHINE REVIEW and its very competent editor are doing a splendid job at this particular time. Keep up the good work.

George A. Miller

State President,
CALIFORNIA MUSIC
OPERATORS ASSOCIATION

James Barron, Seeburg vice-prexy, responds to Collins' address in which he stated that it was both an honor and a privilege to be able to buy U. S. Defense Bonds, and that Seeburg employes would continue their enthusiastic purchases in the months ahead.

OPEN HOUSE AT MINTHORNE'S

Southern California Musicmen feasted their eyes on the new Rock-Olas and partook of Minthorne hospitality during the Showing on March 16th and 17th. Identifying the photos on the opposite page we find Mrs. Minthorne and Charles Macfarland happy over the new arrivals. Next in top center the Minthornes fall back and examine the display and the flowers bestowed upon them. Top right finds Frank Navarro embracing Mrs. Minthorne and whispering the good news that he just signed for a carload from "hubby".

Center shows Jean taking a big order over the phone while Mrs. Jean makes ready to do off with it and see that it gets immediate attention.

In the base row we find Sammy Ricklin of California Music and the Ricklin heir, the Minthornes in the hospitality room of their establishment, and Jean and Frank Navarro again deciding that the Rock-Ola fills every musical requirement.

Gets Last Pla-Mor

HOLLYWOOD—Bill Simmons, Western Regional Manager for Packard Mfg. Corp., received a Pla-Mor Selector from Homer E. Capehart on March 31st bearing serial 56507 and with the title strip autographed by Capehart and 23 factory employees. A note in the box read:

"Dear Bill: You received the first Pla-Mor box manufactured by us, air express, to reach you in time for the Los Angeles show at the Biltmore in November, 1940. That was your sample after the Show. Serial No. 56507 I am sending you with my compliments and the good wishes of all of us, as it is the last Pla-Mor Selector we will produce until after the War. You now can say you received the first and last Pla-Mor Selector that Packard manufactured. —Homer."

Edwards Likes Premiers

LOS ANGELES.—M. C. Edwards is shouting loud the praises of the new Rock-Ola Premier for 1942 following the sample instalation he made at one of his locations in Las Vegas, Nevada.

M. C. installed a Premier in one of his spots and within three hours had requests from five more brand new spots for immediate installations.

In line with keeping his equipment always up-to-date Edwards has just installed in Las Vegas two Rock-Ola central stations and 20 Spectra-Boxes.

Brower At Minthornes

LOS ANGELES.—Gene Brower, vice-president of the Morris Plan Co., San Francisco, spent several days the first part of April with Mr. and Mrs. Jean Minthorne.

BACK AGAIN TO SERVE the INDUSTRY

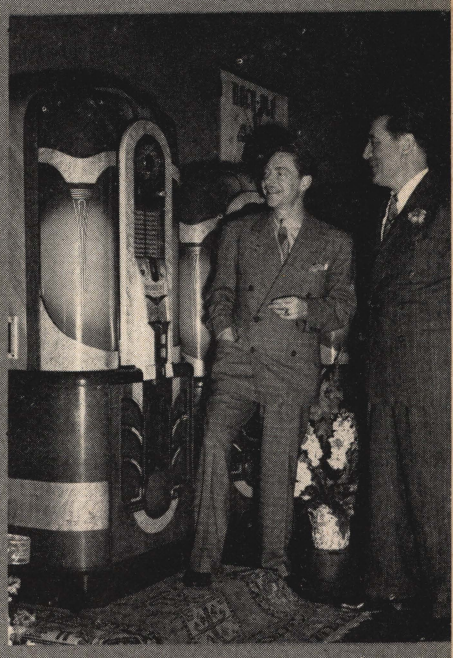
Repairing and reconditioning is now more important than ever. I am happy to be back to serve Western coinmen with my superior service. Come in today.

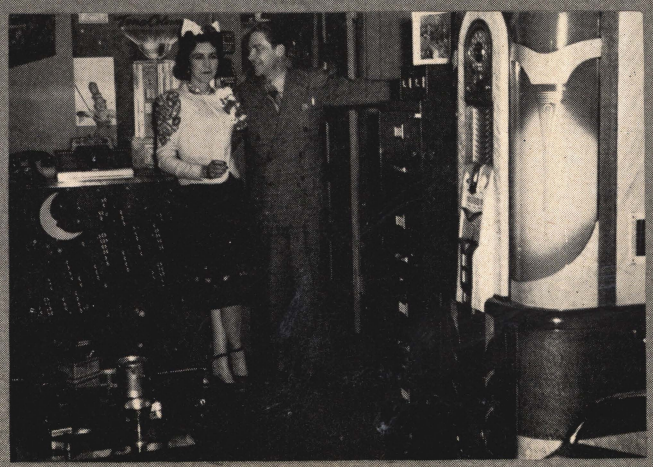
MILO J. HERRING
1705 W. Pico Blvd.
LOS ANGELES, CALIF.

OPEN HOUSE

at

MINTHORNE'S





WHAT'S NEW —with the Music Publishers

"We're In It" Popular

NEW YORK—Fortune Music, Inc., has a patriotic song entitled "We're In It" recorded by Irv Carroll for Bluebird which is not only martial and inspiring, but contains lyrics that are as "clean" as were those of "Over There."

Irv Carroll and his band are featured nightly at Dempsey's restaurant on Broadway. It was there that Irv, Nelson Oogane, Charley McCarthy and Bert Douglas got the inspiration for this tune. Soldiers and sailors of the allied forces have made Dempsey's their stopping off place and now when Irv goes into "We're In It" all the boys stop dancing, turn towards the piano and join in the chorus.

Miller Counts On "Apple"

NEW YORK—Glenn Miller, credited with the Number 1 and 2 best selling discs of 1941 ("Chattanooga Choo Choo" and "Elmer's Tune") is banking on "Don't Sit Under the Apple Tree" as his top record of '42.

Veteran songsmiths Lew Brown, Charlie Botias and Sam H. Stept wrote the "Apple" hit which is off to flying starts with exceptional recordings by Miller, Andrews Sisters, Kay Kyser, Frankie Masters and others.

Odd Titles At Colonial

NEW YORK—Colonial Music Publishing Co., takes the cake for having the most unique song titles along Tin Pan Alley in their catalog.

Examples of some of the titles are "Ants in the Pants", "Not Tonight Josephine", "Dopey Dwarfs", "Pete the Pickleman", "Carmen's Veranda", and "Snooper-Man". All are recorded and now bringing in nickels on the turntable circuit.

Songs written in 14 different languages are published by Colonial.

Gob Writes Navy Tune

HOLLYWOOD — Immediate publication of a stirring new Navy song written by a bluejacket, Bill Watters, has been announced in Hollywood by Fred MacMurray's Vanguard Songs, Inc.

Number, fast gaining popularity, has already aired on such network shows as "Anchors Aweigh," "Songs for Marching Men" and "King Size Weekly," and is slated for a large number of national plugs as well as being featured by Bob Crosby at the local Trianon.

Merry Macs Publish

HOLLYWOOD — Merrywood Publishing Co., composed of the Merry Macs and their business manager, Harry Norwood, are underway with five tunes. They are "Tee-oll-ee-go" by Roy Chamberlain and Edna Fisher; "Never Before" by Joe McMichael; "Olivia" by Eddie Cherkose and Jacques Press; "Hey, Mable" by Fred Stryker, and "Cheatin' on the Sandman" by Bill McCrystal and Sid Garris.

●

To keep up-to-date on matters musical read the MUSIC section of THE REVIEW each month. The FIRST department in any industry trade paper devoted to the welfare of music operators. Started in 1935.

The Hite of Jive!

Hollywood's heat-wave maestro, Les Hite, relays this puzzler for the not-so-hep: "The other night I dreamed I had a super-jam session. The cats beat out a gang of riffs on the git-box, the God-box, the gobstick, the doghouse, the sliphorn, the fish-horn, the vibes, the hides and the 88. There were nine of us: Benny Goodman, Tommy Dorsey, Gene Krupa, John Kirby, Walter Gross, Lionel Hampton, Fats Waller, Alvino Rey and myself. Who played which?"

ANSWER: Les Hite on the fish-horn (sax); Benny Goodman on the gobstick (clarinet); Tommy Dorsey, sliphorn (trombone); Gene Krupa, hides (drums); John Kirby, doghouse (bass); Walter Gross, 88 (piano); Lionel Hampton, vibes (vibraharp); Fats Waller, God-box (organ), and Alvino Rey, git-box (guitar).

MGM Disc Deal Flops

NEW YORK—Tommy Dorsey and Metro-Goldwyn-Mayer decided to call it a day on their proposed recording firm and Tommy has re-signed with Victor and cut five new platters in California.

After several months of dickering, investigation and speculation, David Bernstein, vice-prexy for MGM and Loew's, Inc., announced that the recording firm plan was stymied at least for the time being and that MGM had no immediate plans for starting the new waxworks.

The proposed company faced several difficulties, among them, a shortage of material, plants to press the discs, machinery, labor and distribution.

Offers Samples

LOS ANGELES— The Walter L. Schott Co., has made available to manufacturers a complete set of free samples of chemicals to prevent contact oxidation and noisy operation, adhesives for many purposes, such as Speaker Cement, Thermo-Plastic Cement, cement for fabrics and plastics and many other uses. A request on company letterhead to 5270 W. Pico will bring the kit.

Quotes REVIEW Rating

NEW YORK—Nick Kenny, conductor of a department on recordings in the New York Daily Mirror, turned the spotlight on THE COIN MACHINE REVIEW in his department on March 28th and paid tribute to this publication's rating on "We're In It" as recorded on Bluebird by Irving Carroll, popular maestro at Jack Dempsey's Restaurant.

Kenny listed the record as tops for the week and quoted the REVIEW's rating to back up his opinion of the disc.

Harris To Publish

LOS ANGELES—Phil Harris, currently at the Biltmore Bowl, has formed a publishing firm in partnership with Matt Dennis.

Review Musical Popularity Poll

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

APRIL, 1942

On Phonographs—

1. Deep In The Heart of Texas (Melody Lane)
2. Blues In The Night (Remick)
3. I Don't Want to Walk Without You (Paramount)
4. Somebody Else Is Taking My Place (Shapiro-Bernstein)
5. String of Pearls (Mutual)
6. Moonlight Cocktail (Jewel)
7. Zoot Suit (Green-Revel)
8. Miss You (Santly-Joy-Select)
9. Jersey Bounce (Lewis)
10. Shrine of St. Cecilia (Braun)

On Wired Music—

1. Who Wouldn't Love You
2. I Don't Want to Walk Without You (Paramount)
3. Moonlight Cocktail (Jewel)
4. Shrine of St. Cecilia (Braun)
5. String of Pearls (Mutual)
6. Somebody Else Is Taking My Place (Shapiro-Bernstein)
7. Jersey Bounce (Lewis)
8. Zoot Suit (Green-Revel)
9. 1942 Turkey In The Straw
10. Sleepy Lagoon

On Radio—

1. Deep In The Heart of Texas (Melody Lane)
2. I Don't Want to Walk Without You (Paramount)
3. Somebody Else Is Taking My Place (Shapiro-Bernstein)
4. Miss You (Santly-Joy-Select)
5. Moonlight Cocktail (Jewel)
6. Blues In The Night (Remick)
7. How About You? (Feist)
8. Always In My Heart (Remick)
9. I Remember You (Paramount)
10. The White Cliffs of Dover (Shapiro-Bernstein)

Best Selling Sheet Music—

1. I Don't Want to Walk Without You (Paramount)
2. Deep In The Heart of Texas (Melody Lane)
3. Moonlight Cocktail (Jewel)
4. Somebody Else Is Taking My Place (Shapiro-Bernstein)
5. Miss You (Santly-Joy-Select)
6. Blues In The Night (Remick)
7. White Cliffs of Dover (Shapiro-Bernstein)
8. Rose O'Day (Tobias-Lewis)
9. Sometimes (Berlin)
10. Tangerine (Famous)

Best Selling Records—

1. Moonlight Cocktail (Jewel)
2. I Don't Want to Walk Without You (Paramount)
3. Zoot Suit (Green-Revel)
4. String of Pearls (Mutual)
5. Jersey Bounce (Lewis)
6. Deep In The Heart of Texas (Melody Lane)
7. Somebody Else Is Taking My Place (Shapiro-Bernstein)
8. Miss You (Santly-Joy-Select)
9. Blues In The Night (Remick)
10. Sleepy Lagoon

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

WHAT'S NEW —with the Record Artists

Artist Activities

NEW YORK—Baritone **Barry Wood,** after a year on Victor, switches to Bluebird and his first four sides will have **Dinah Shore** as singing foil. A recent check on Barry's patriotic discings showed sales of over 500,000.

Red Norvo and his new band will be forthcoming shortly and **Mildred Bailey** will sing the vocals.

The **International Sweethearts of Rhythm,** femme band, have just received a letter from a nudist suggesting that the whole band unfrock for stage appearances as a publicity stunt for nudism. "Swing musicians especially," said the cultists, "could play better in the nude because improvisation requires complete freedom, and clothes cramp body and spirit. The back-to-naturalist also cited the savings in clothes and band costumes. P. S. The girls still wear clothes.

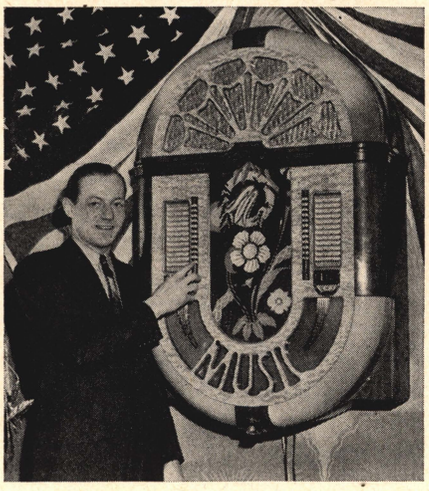
Sammy Kaye debuts in pictures this month and hopes for an "Oscar." **Glenn Miller** is also on the Coast for flikker work.

The **Duke Ellington-Orson Welles** picture dealing with the rise of Negro music from 1900 and featuring Duke and his boys goes before the cameras this month also.

Others following the picture route are **Vaughn Monroe,** to do a picture for 20th Century-Fox, **Freddie Martin** to do two for RKO, and **Hal McIntyre** on a short for Universal.

Ray Noble is wowing 'em at the Palace Room in 'Frisco and **Benny Goodman** has resumed appearances in the East following his vacation and marriage to Mrs. Alice Duckworth in Las Vegas.

McFarland Twins arriving in Bayonne, N. J., recently to fulfill a theater date found the theater aflame and the marquee, spelling out the stage and movie combination, reading: **McFarland Twins**—You're Out of Luck.



Orchestra leader Bob Chester listens to his Victor hit recording of "No Good" over the Wurlitzer 850 Deluxe Selective Speaker.

Sonny Dunham a sensation at the Hollywood Palladium. **Joe Reichman** packing the Roosevelt hotel in New Orleans, and **Shep Fields** putting the finishing touches on new tunes for his opening at the Chicago Edgewater Beach Hotel late this month.

Alvino Rey has received an honorary appointment in the Texas Rangers for introducing "Deep In the Heart of Texas."

Horace Heidt, currently playing Coast dates, has been booked for a return long run at the Casa Manana in Culver City, Cal., opening in September.

Decca's **Merry Macs** have organized a unit of "benefit widows" to meet several nights a week for home defense work while their entertainer-husbands are off doing shows at camps and hospitals. Recently the Macs sang 54 songs at Hoff Hospital, Santa Barbara . . . certainly a full night's work.

After 12 years O' Satchmo **Louie Armstrong** is back at the Casa Manana in Culver City, Calif.

Art Hodes, Chicago jazz pianist from way-back-when, has cut four sides for Decca which will soon be released.

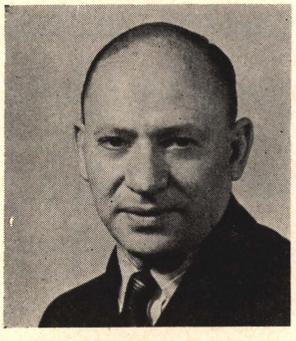
Kenny Baker - - only on

D E C C A

To My Operator Friends On the West Coast

I will soon announce the opening of my new headquarters in Los Angeles, completely equipped to accommodate phonograph and novelty game operators.

If you will assist me in compiling a mailing list of operators on the West Coast and will send me the names and addresses of 4 operators in your territory, I will tell you how to acquire FREE one of the best moneymakers . . . a machine that sells for $149.



I WILL PAY CASH FOR

ROCK-OLAS — WURLITZERS — SEEBURGS — MILLS

Any Models — Any Quantity

WHAT HAVE YOU?

Write to

WILLIAM NATHANSON

Temporary Address: 2738 Cincinnati Street **Los Angeles, Calif.**

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

Initials preceding record numbers indicate labels, thusly: B—Bluebird; C—Columbia; D—Decca; O—Okeh and V—Victor.
FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

★ ★ ★ ★ ★
5 STAR

B-11474 Glenn Miller
DON'T SIT UNDER THE APPLE TREE (FT VC)
THE LAMPLIGHTER'S SERENADE (FT VC)

C-36552 Kate Smith
I THREW A KISS IN THE OCEAN (V)
SOMEBODY ELSE IS TAKING MY PLACE (V)

★ ★ ★ ★
4 STAR

B-11488 Vaughn Monroe
MY LITTLE COUSIN (FT VC)
COMMODORE CLIPPER (FT)

B-11480 Glenn Miller
ON THE OLD ASSEMBLY LINE (FT)
WHEN JOHNNY COMES MARCHING HOME (FT VC)

B-11484 The McFarland Twins
IF I COULD ONLY PLAY A CONCERTINA (FT VC)
ROW THAT ROWBOAT (FT VC)

B-11476 Alvino Rey
THE ARMY AIR CORPS (MARCH VC)
LITTLE HAWK (FT)

B-11477 Shep Fields
THE CAISSONS GO ROLLING ALONG (MARCH VC)
DEAR OLD PAL OF MINE (FT VC)

C-36550 Hour of Charm All Girl Orchestra
AMERICA, THE BEAUTIFUL (V)
WE MUST BE VIGILANT (V)

C-36557 Red Norvo
ARTHUR MURRAY TAUGHT ME DANCING IN A HURRY (FT Rhumba)
JERSEY BOUNCE (FT)

C-36545 Harry James
EASTER PARADE (FT)
CRAZY RHYTHM (FT)

C-36546 Ray Noble
THE VERY THOUGHT OF YOU (FT VC)
GOODNIGHT SWEETHEART (FT VC)

C-36548 Horace Heidt
DON'T TELL A LIE ABOUT ME, DEAR (FT VC)
YOUR EYES ARE FILLED WITH MUSIC (FT VC)

C-36540 Kate Smith
THE MARINES' HYMN (V)
THIS TIME (V)

D-4271 Muggsy Spanier
HESITATING BLUES (FT)
LITTLE DAVID, PLAY YOUR HARP (FT)

D-4283 Dick Robertson
KEEP 'EM FLYING (FT VC)
I'M IN LOVE WITH THE GIRL I LEFT BEHIND ME (FT VC)

D-4262 Jimmy Dorsey
'TAIN'T NO GOOD, PART 1 (FT VC)
'TAIN'T NO GOOD, PART 2 (FT VC)

D-4249 Bing Crosby
THE LAMPLIGHTER'S SERENADE
MANDY IS TWO

Get Your
30-WIRE CABLE
NOW at
JACK GUTSHALL DIST. CO.
1870 W. Washington Blvd., Los Angeles

Woody Herman - - only on
D E C C A

D-4253 Woody Herman
THE LAMPLIGHTER'S SERENADE (FT VC)
EVEN STEVEN (FT VC)

D-6028 Denver Darling
MUSSOLINI'S LETTER TO HITLER (OT)
HITLER'S REPLY TO MUSSOLINI (OT)

O-6636 Dick Jurgens
ONE DOZEN ROSES (FT VC)
ALWAYS IN MY HEART (FT VC)

O-6637 Charlie Spivak
THIS TIME (FT VC)
THE STORY OF A STARRY NIGHT (FT VC)

O-6638 Tommy Tucker
SING ME A SONG OF THE ISLANDS (FT VC)
SLEEPY LAGOON (W VC)

O-6619 Gene Krupa
PASS THE BOUNCE (FT VC)
ME AND MY MELINDA (FT VC)

O-6611 Dick Jurgens
YANKEE DOODLE AIN'T DOODLIN' NOW (FT VC)
SHE'LL ALWAYS REMEMBER (FT VC)

O-6608 Frankie Masters
HERE'S TO YOU, MacARTHUR (FT VC)
THE YANKS ARE COMIN' AGAIN (FT VC)

O-6609 Carl Hoff
THE SON OF A GUN WHO PICKS ON UNCLE SAM (MARCH VC)
MISS YOU (FT VC)

V-27821 Hal McIntyre
I'LL PRAY FOR YOU (FT)
DO YOU MISS YOUR SWEETHEART? (FT VC)

V-27808 Wayne King
DEEP IN THE HEART OF TEXAS (FT VC)
THE LAMP OF MEMORY (FT)

(Turn to Page 28)

Immediate
RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.
Eastern Company
620 Memorial Dr., Cambridge

MILWAUKEE, WIS.
Taylor Electric Co.
112 North Broadway

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

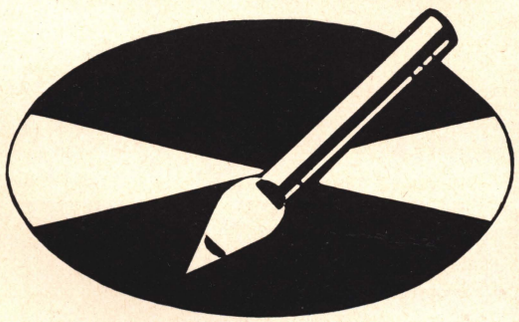
PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use VICTOR and BLUEBIRD RECORDS

RCA HIS MASTER'S VOICE

PERMO



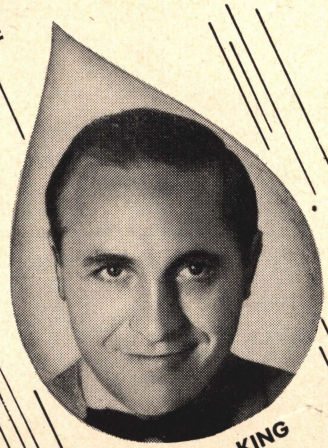
POINT

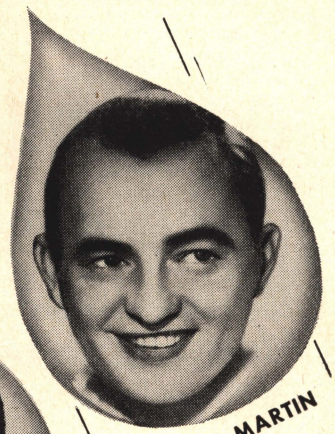
PERMO PRODUCTS CORP.
6431 Ravenswood Avenue, Chicago
Manufacturing *Metallurgists*

IN THE LAST TWELVE MONTHS WE HAVE SOLD MORE PERMO POINT NEEDLES THAN ANY SIMILAR PERIOD IN OUR HISTORY!

An April shower of new hits by the nation's top artists on VICTOR and BLUEBIRD RECORDS

DINAH SHORE


WAYNE KING


FREDDY MARTIN

GLENN MILLER

HAL McINTYRE

COIN MACHINE REVIEW **27** FOR APRIL 1942

...and a deluge of nickels for you!

HERE THEY COME—the new hit tunes sung and played by the artists most in demand on your coinograph—Dinah Shore, Glenn Miller, Freddy Martin, Wayne King, Hal McIntyre, and all the other top-notch Victor-Bluebird favorites.

Folks are seeking music more than ever these days . . . to provide the relaxation they need between hours spent at war tasks. They have more nickels to spend, and they'll spend them freely if you have their favorite entertainers. Recent popularity polls have proved, again and again, that the top favorites are Victor and Bluebird artists.

So, if you want the latest tunes *the way the public wants to hear them,* get them on Victor and Bluebird Records!

BUY U.S. DEFENSE BONDS

THE NEW VICTOR RECORDS

VICTOR MILITARY BAND—The Marines' Hymn—March* (From the Halls of Montezuma) The Caissons Go Rolling Along—March* (Artillery Song) 27824

HAL McINTYRE—I'll Pray for You*. Do You Miss Your Sweetheart?* 27821

WAYNE KING—Deep in the Heart of Texas* The Lamp of Memory 27808

THE NEW BLUEBIRD RECORDS

GLENN MILLER—She'll Always Remember*. Shhh, It's a Military Secret* B-11493

FREDDY MARTIN—The Last Call for Love* You Can't Hold a Memory in Your Arms* B-11495

DICK TODD—I'm Thinking Tonight of My Blue Eyes—Vocadance. I Told You So!—Vocadance B-11494

Vocal Refrain

More plays per day—more plays per record—on

VICTOR and BLUEBIRD RECORDS

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

The Ink Spots - - - only on
D E C C A

(Continued from Page 26)

V-27810 Joe Reichman
MOONLIGHT COCKTAIL (FT)
LULLABY TO A SWEET PAPOOSE (FT)

V-27806 Artie Shaw
JUST KIDDIN' AROUND (FT)
SOMETIMES I FEEL LIKE A MOTHERLESS CHILD (FT VC)

★ ★ ★
3 STAR

B-11489 Bob Chester
AS WE WALK INTO THE SUNSET (FT VC)
WHAT TO DO (FT VC)

STANDARD RECORDS
"TUNES THAT NEVER GROW OLD"

SPECIALS

•NEW RELEASES•

T-2007 Lo-Lo-Lita
(The Girl Friend of the Army)
Greetings
Harold Grant and His Orch.
Vocals by Brad Reynolds

☆

T-2030 Cuckoo Waltz
Rene Musette Orch.
Take It or Leave It
Colonial Orch.

☆

T-2042 When Manuel Shakes His Maracas
Put a Light in The Window
"The Good Fellows"
W. Grant's Orch.

☆

T-2048 What Do You Think You Are?
Betty Bradley with Harold Grant's Orchestra
(Reverse Side)
Stars Will Fade
Bill Darnell with Harold Grant's Orchestra

ORDER FROM YOUR LOCAL JOBBER
STANDARD PHONO CO.
168 W. 23RD STREET
NEW YORK, N. Y.

Get in the Money with Music's Big Money-makers

VICTOR RECORDS
LEADING THE "HIT PARADE"

VICTOR
27808—Deep in the Heart of Texas
The Lamp of Memory
Wayne King
27746—I Dont Want to Walk Without You
Someone's Rocking My Dream Boat
Artie Shaw
27757—Somebody Else Is Taking My Place
Seeing You Again Did Me No Good
Sammy Kaye
BLUEBIRD
11391—Deep In the Heart of Texas
I Said No
Alvino Rey
11399—I Don't Want to Walk Without You
I Guess I'll Be On My Way
Vaughn Monroe
11454—Somebody Else Is Taking My Place
Honey Dear
Vaughn Monroe

LEO J. MEYBERG CO.
LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . 70 Tenth Street

B-11490 Shep Fields
JERSEY BOUNCE (FT)
LONG MAY WE LOVE (FT VC)

B-11481 Tony Pastor
THE MEM'RY OF THIS DANCE (FT VC)
LET'S GIVE LOVE A CHANCE (FT VC)

B-11482 Dick Todd
DEAR OLD PAL OF MINE (V)
ANGELINE (V)

B-11478 Bob Chester
TOMORROW'S SUNRISE (FT VC)
SUNBURST (FT)

C-36551 Kay Kyser
THIS TIME (FT VC)
SOMEWHERE, SOMETIME (FT VC)

C-36537 Eddy Duchin
MALAGUENA (FT)
IN OLD BRAZIL (FT VC)

C-36539 Orrin Tucker
IF I COULD ONLY PLAY A CONCERTINA (FT VC)
WHEREVER YOU ARE (FT VC)

D-4277 Jimmy Dorsey
ALWAYS IN MY HEART (FT VC)
LAST NIGHT I SAID A PRAYER (FT VC)

D-6031 Texas Jim Lewis
BIG BAD BILL (OT)
MY BEAR CAT MOUNTAIN GAL (OT)

D-4263 Jimmy Dorsey
ABSENT MINDED MOON (FT VC)
ME AND MY MELINDA (FT VC)

D-4265 The Merry Macs
BREATHLESS (V)
HEY MABEL (V)

D-6029 Jimmy Wakely
SAILING ON A DREAM (OT)
FORT WORTH JAIL (OT)

D-4252 Mildred Bailey
SOMETIMES (V)
WHEREVER YOU ARE (V)

O-6635 Gene Krupa
FIGHTIN' DOUG MacARTHUR (FT VC)
NIGHT OF NIGHTS (FT VC)

O-6620 Tommy Tucker
I'LL PRAY FOR YOU (FT VC)
JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND (FT VC)

O-6618 Ginny Sims
SKYLARK (V)
YA LU-BLU (V)

V-27822 Jan Savitt
ME AND MY MELINDA (FT VC)
TOMORROW'S SUNRISE (FT)

Jimmy Dorsey - - - only on
D E C C A

Get the Bennett
4000 PLAY NEEDLE
at
JACK GUTSHALL DIST. CO.
1870 W. Washington Blvd., Los Angeles

V-27823 Rudy Vallee
I JUST COULDN'T SAY IT BEFORE (FT VC)
A LETTER FROM LONDON (FT)

V-27805 Hal McIntyre
SHE'LL ALWAYS REMEMBER (FT VC)
LORETTA (FT VC)

V-27807 Lanny Ross
I'LL PRAY FOR YOU (V)
ALL THROUGH THE NIGHT (V)

MEN IN SERVICE

Keep up with activities in the Coin Machine Industry while you are in the Armed Forces. We will accept subscriptions to THE REVIEW at 50c per year provided the magazine is mailed to a military address. Send subscriptions direct to THE REVIEW, 1115 Venice Blvd., Los Angeles, Cal.

1 TO 12, 25¢ EA. - 13 TO 99, 23¢ EA. - 100 UP, 20¢ EA.
MIRACLE POINT NEEDLE
Use Miracle Point needles and buy Defense Stamps with the difference!
M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS

For SEEBURG EQUIPMENT See
C. WALTERS and ASSOCIATES
2220 Beverly Blvd. FE. 1474 Los Angeles, Calif.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

"Pick the Phonograph That Is Exclusively Different!"

FRANK NAVARRO DID — HE BOUGHT 1½ CARLOADS (75) OF PREMIERS! . . . AND NUMEROUS OTHER OPERATORS ARE FILLING THEIR TOP SPOTS WITH ROCK-OLA PREMIERS!

Come in and see these new models of 1942 — the PREMIER and PRESIDENT — that are destined to be the outstanding music equipment of the year.

One of the vital features which adds up the value of your 1942 Rock-Ola is the ELECTRIC SELECTOR. No adapters to buy — you can use your wired bar or wall box on Rock-Ola's 1942 models, five or thirty-wire cable.

Our beautiful accessory equipment introduces Rock-Ola's TONE-O-LIER Floating Cloud Speaker, the 5-10-25c DIAL-A-TUNE Bar and Wall Boxes, and the PLAYMASTER, which leads the field for straight remote installations.

Also Rock-Ola's MYSTIC MUSIC Central Stations (talk over the music) with remote control is TOPS in wired music. Mystic Music Lock-out Bar Boxes available. A complete line of Mystic Music equipment and new cabinets for your wired music on display.

— FOR 1942 —

THE ROCK-OLA
PREMIER
PHONOGRAPH

THE ROCK-OLA
PRESIDENT
PHONOGRAPH

ROCK-OLA TONE-O-LIER
FLOATING CLOUD SPEAKER

DIAL-A-TUNE
5-10-25c BAR AND WALL BOX

PLAYMASTER
REMOTE CONTROL

Comments of operators who have purchased the new PREMIER and PRESIDENT ROCK-OLA PHONOGRAPHS with remote equipment run something like this:

"FLAWLESS PERFORMANCE . . . SUPERLATIVE TONE QUALITY!"
And the locations say:

"WONDERFUL . . . EXCELLENT . . . BEST EVER!"

CLIMB ON — GET YOUR SHARE OF THE PROFITS WITH THE 1942 ROCK-OLA PHONOGRAPHS WHILE THEY ARE AVAILABLE **NOW!**

EXCLUSIVE ROCK-OLA DISTRIBUTORS FOR SOUTHERN CALIFORNIA AND NEVADA

Jean J. Minthorne

PArkway 1179

2920 West Pico Blvd. **LOS ANGELES, CALIF.**

Eddy Duchin's Band hears their latest Columbia Recording over a Wurlitzer Colonial during their smash week at the Buffalo Century Theater. Also heard were constant compliments of patrons on the beauty, smart period styling and subdued illumination of the Colonial model.

Mape Warns Operators

LOS ANGELES—With a series of bulletins L. B. McCreary of the E. T. Mape Music Co. has been warning music operators that when the small stock of Seeburg phonographs and boxes now on hand in the San Francisco and Los Angeles offices are disposed of there positively will not be any more new equipment from Seeburg for the duration.

Said Mac, "To impress you with the seriousness of the situation, may we say that if each operator in Southern California ordered one new phonograph and only four wall boxes with it, our stock would be entirely gone and many orders would have to be returned unfilled."

Mape Music is now restricting the purchase of each operator and more drastic rationing seems to be in the offing.

New Patriotic Speaker

ST. PAUL, Minn.—Wright, Inc. announces in this issue a new Patriotic Speaker designed and built for the best locations in America and rightly named "The Fighting American."

Douglas Wright, President of Wright, Inc., stated: "We have eliminated all frills, such as the harness to go in the record player, and we have put the price just as low as is humanly possible. This new cabinet is something to be really proud of and when you have the opportunity of seeing one I know you will agree with me."

Timely as tomorrow's newspaper the speaker carries the portrait of an American Doughboy on the grille.

BENNETT 4000-PLAY NEEDLE

Price is Sensational!

Get It At

JACK GUTSHALL DIST. CO.

1870 W. Washington Blvd., Los Angeles

To Up Phono License

LOS ANGELES—On April 2nd the City Council voted to instruct the City Attorney to draw an ordinance which will increase license fees for maintaining and operating automatic phonographs from $1 per year to $5 per year.

Passage of the ordinance, it was said, will affect 5000 such machines in operation in the city today and increase city revenues by $20,000.

To Hell With The Japs

CAMBRIDGE, Ohio—"To Hell With The Japs" is the descriptive title on the new Jap change-over being offered Chicken Sam and Shoot the Chutes operators by the Beverator Co.

A complete change-over consisting of 4 Jap cutouts and streamers, each separate and easily attached in two minutes, comprise the unit.

Woodard Bankrupt

LOS ANGELES—Dr. Gordon K. Woodard was adjudged a bankrupt in a petition filed by him in the District Court of the United States here on April 4th.

Woodard has been in and out of the coin machine business during the past few years; was president of the ill-fated Cinematone Corp., which manufactured Penny Phono; and more recently has been at the head of the Woodard Mfg. Co., manufacturing penny and nickel bar and wall boxes.

When his last firm closed its doors owing dozens of local firms Woodard went back to his Chiropractic work and has been employed at a local clinic.

First meeting of creditors of Woodard has been called for April 20th in the Federal Building office of Hubert F. Laugharn.

Revised Record Excise

LOS ANGELES—The local branch of Decca Distributing Co. notified operators as follows on April 10:

"In accordance with decision just handed down to us by the Internal Revenue Department, effective on April 13, 1942, it will be necessary for us to change the Excise Tax passed on to you by us, as per the following schedule—

Record List Price	New 10% Excise	Old 10% Excise
.35	.0166	.01575
.50	.0237	.0225
.75	.0356	.03375
1.00	.0475	.045

Rose Joins Victor

LOS ANGELES—David Rose, Don Lee Broadcasting System's Musical Director, and his California Melodies Orchestra have joined the RCA Victor recording repertoire. First waxings will be "Our Waltz" and "Holiday for Strings" scheduled for immediate release.

Shields Has Arcade Machines

LOS ANGELES — Percy Shields who boasts of the "Little Store With the Big Bargains" has gone into the buying and selling of Arcade Equipment on a big scale and is currently offering Western operators a surprising array of used pieces for Arcade use.

* * *

He: "I'm thinking of proposing to some girl. What do you think of the idea?"

She: "It's a great idea, if you ask me."

April, 1942

Subscription Order

COIN MACHINE REVIEW

1115 VENICE BLVD., LOS ANGELES, CALIF.

35 East Wacker Drive, Chicago — 441 Lexington Avenue, New York City

1007 Terminal Sales Bldg., Portland, Oregon

Please enter my subscription to THE REVIEW for:

____ 3 Years . . . $2.00

____ 1 Year . . . $1.00

to start with the _____ issue. A remittance in full is attached hereto.

NAME _____

ADDRESS _____

CITY _____ STATE _____

OPERATOR _____ JOBBER _____

Norman B. Collins, Illinois administrator, U. S. Treasury Dept., Defense Saving Staff, thanks 1,000 employees of the Seeburg Corp., for signing up 96% on the Payroll Allotment Plan for the purchase of Defense Bonds.

My Hobby Is— BUILDING SHIP MODELS

By EARL JOHNSON
Amusement Machine Operator
St. Louis, Mo.

When I've put in a hard day of servicing machines, making collections and arguing with this and that location owner, nothing relaxes me more than to go down in the basement of my home and work a few hours on a model ship—because model shipmaking is both a hobby and a chance to think. Truthfully I don't know whether I make them because of the feeling of pride I get when the last halyard is in place and the ship is ready "to sail" or because I can mentally work out the problems of my route while I'm apparently engrossed in cutting out gun ports, gluing yardarms on the masts, or setting the rudder on a miniature clipper.

I have made 60 model ships to date, beginning with a model of a Roman Trireme, the kind of warship which the Romans used to conquer Carthage and Greece, powered by three rows of hapless slaves on each side operating oars in some cases 45 feet long. I have also built the Santa Maria and Pinta, two of the ships which Columbus took in discovering America, the Viking ships of Leif Ericson, and several Spanish galleons of the type which transported gold between the western hemisphere and Spain in the 16th Century. It's a lot of fun to make a ship which actually represents some part of history. For instance I made a model of the famous Frigate Old Ironsides (Constitution), one of the Bon Homme Richard, and another of the Monitor, all warships of the U. S. at some time in her history. A lot of my friends want to buy them, but I would rather keep the ship or donate it to some museum or historical society where I get the kick of knowing I built something which other people like to look at. Some of my Mississippi River packets, the old side-wheeler steamers which used to race between St. Louis and New Orleans, are on display at the Mark Twain memorial at Hannibal, Missouri, and a couple of others I have given out to location owners in taverns and better lounges for their decorative effect.

I like to spend part of every evening, except when I take in a show or play a little poker, in doing some sort of model ship building. Usually I "lay the keel" for a new model about every two months, and then spend a few days on the hull at a time, until finally I get the deck in place. Then it usually happens that I get violently interested until the last piece is in place. I usually am building two models at a time, one modern battleship or one submarine at the same time as an old sailing vessel. This gives me a chance to get a little variety into the work, which I enjoy more in this way.

I use a lathe, balsa wood, razor blades, a chisel, and a jig saw for doing most of my work. I buy miniature guns, wheels and trimwork from model supply houses, because I haven't the time to do metal work too. All my models are turned out on a workbench in my basement.

How did I get started?—Well, I've been making ship models all my life, beginning I suppose when I first went to high school. I have never tried to sell any of them, or to adopt any other hobby. Maybe I'm a sailor at heart!—but I never saw an ocean.

I think the most interesting part of my hobby is racing yachts, which I can build and sail on a park lake every Sunday except when ice forms. I have a model of most of the famous racing yachts built by the Astors, Sir Thomas Lipton, etc., and one with a clock-works controlled rudder which I can put on the biggest lake and depend upon to come back. It's more fun to see a ship actually sailing than to put it on the mantel.

My hobby helps with the coin machine business because a lot of bars show pictures of ships which I can borrow to use as models. I never have used a photograph or plans—just build the ship to duplicate a painting, a snapshot I see in a magazine, or even on calendars. My sails I make from stiff photograph mounting cloth, and my gear from fishlines, spools and small steamfittings. I guess I spend about ten hours a week on building ships, and all day Sunday on racing my model yachts.

L.A. Drafts License Law

LOS ANGELES.—The City Council ordered the City Attorney on April 10th to draw up an ordinance fixing a license fee of $5 a year for all coin-operated machines of the amusement type where a nickel or less is required, $10 a year when more than a nickel is charged. License will cover weighing machines, motion pictures and shooting devices but not music machines which are to be the subject of a special ordinance now in preparation.

Merchandise vending machines also came in for attention and an ordinance was ordered drawn whereby operators having gross annual receipts of $5000 a year would pay $10 license fee per annum and an additional $1 per thousand for receipts over $5000.

AOLAC Fosters Stamp Plan

LOS ANGELES—The Associated Operators of Los Angeles County has enlisted merchants in a campaign to sell more defense stamps by providing them with an attractive sign to be hung on their cash register suggesting the customer take his change in Defense Savings Stamps.

A complete outline of the plan has been placed in the hands of each member along with a quantity of the hanging signs and reports from the field are that the merchants are cooperating admirably and selling great quantities of stamps.

Jap Change-Over Ready

SAN ANTONIO—Harold W. Thompson has announced to the trade that his new "Hit the Dirty Japs" change-over for Chicken Sam operators is now ready for delivery.

Unit consists of entirely new molded Jap figures and flashly new scenery processed on heavy cardboard is furnished with each unit. The unit can be installed on any Chicken Sam or Jailbird in a few minutes and Hitler units are also available.

Souvenir Spinning Reels

CHICAGO—Intended to acquaint the Coin Machine Industry with the part Mills Novelty Co. is playing in national defense the current issue of Spining Reels tells an interesting pictorial story.

The entire issue presents a picture of the various patriotic efforts and contributions on the part of Mills, its officers and its employees, to the United States of America and its war program.

Penny Tunes Now 2c

LOS ANGELES—Thanks to the ingenuity of a local inventor most of the penny phonographs in Southern California are rapidly being changed over to a two cent operation.

The new device, easily installed and very inexpensive, makes it possible to continue using the same penny chute but two pennies must be inserted before the mechanism trips and a tune is played.

Viking Specialty Busy

SAN FRANCISCO.—Things are looking up and the industry is apparently getting used to difficulties and is learning to find a way out, according to a report coming from J. Vance Wallace of Viking Specialty Co.

"During the past three weeks there has been a lot of increased activity in our place and operators are really doing some systematic planning for their war month operations," said Wallace. "We have several exclusive services we have made available to operators and their acceptance of our plans have really been terrific."

Bargain Mart

5c PER WORD, MINIMUM $1.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

COIN COUNTERS AND WRAPPERS——
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SLOT MACHINES REPAIRED——
Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: CItrus 1-1093. (SS-C)

WANTED——
Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

WILL BUY FOR CASH——
Also now selling: Sky Fighter, Air Raider, Defender, Rapid Fire, Shoot the 'Chute, Western Baseball, World Series, Hockey, Basketball and all others of this type. Good deals either way. SEABOARD SALES, 619 10th Ave., New York City. (MAM-C)

SPECIAL——
We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 432 West 42nd, New York City. (AMJ-C)

WANT TO BUY——
Used Phonographs of all models. Top prices paid and immediate cash. GENERAL MUSIC CO., 2277 W. Pico Blvd., Los Angeles, Calif. (MAM-C)

SLOT MACHINES REPAIRED——
Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 342 West Cerritos Ave., Glendale, Calif. Telephone CItrus 3-3721. (TF-C)

HERE'S HOW - -

You can reach the 15,000 operators in the nation. THE REVIEW offers a complete mailing service to its verified lists. Follow up your advertising in the trade press with individual mailings. You'll find it pays handsomely. We are equipped to cover any city, county, state, group of states or the entire nation in a record short time at the following low rates:

ADDRESSING from our Addressograph plate list.....$15.00 per thousand
Advertiser to furnish mailing piece, stamped, stuffed, sealed or tucked in. We address and deposit with Post Office. Mailing receipt furnished if desired at 50c per mailing additional.

HAND ADDRESSING from our lists .....$25.00 per thousand
We furnish the lists and address by either pen or typewriter, and deposit with Post Office. Mailing piece to come to us complete and ready for mailing after being addressed.

HAND ADDRESSING from lists supplied .....$6.50 per thousand
We address by either pen or typewriter, and deposit with Post Office.

EXTRA SERVICES:
Folding letters, broadsides, circulars, etc.....$1.00 per thousand
(One fold only. Additional folds at same rate.)
Stuffing envelopes with one enclosure .....$1.00 per thousand
(Added pieces at the same per thousand rate.)
Tucking in flaps, stamping, sorting, rubber stamping permits, etc., per operation.....$1.00 per thousand

Let us know the amount of territory you desire to cover and we'll give you, by return mail, the exact number of pieces we will require.

COIN MACHINE REVIEW 1115 VENICE BLVD. LOS ANGELES, CALIF.

WANT TO BUY——
Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (S-C)

BARGAINS, NEW AND USED——
Vendors, Parts and Supplies. Portion Card and Labels Free. U. S. VENDING MACHINE & SUPPLY CO., 1020 Golden Gate Ave., San Francisco, Calif. (10-42-P)

FOR SALE——
1c Master Vendors with 1500 balls of new process numbered gum, complete—$10.00, tax free. RED LINE VENDING CO., New Hampton, Iowa. (FMA-P)

FOR SALE——
Large stock Maintenance parts, rebuilt slots, consoles. Watling 5c six coin Brownie, $79.50. Bargain list Free. COLEMAN NOVELTY, Rockford, Illinois. (FMA-P)

I WANT TO BUY——
Keeney Super Track Times, Mills Bonus. CHARLES PITTLE, New Bedford, Mass. (FMA-C)

WANT TO BUY——
A route of Music Machines. List machines, give condition and best price in first letter. Reply to Box 395, Coin Machine Review, 1115 Venice Blvd., Los Angeles, Calif. (TF-C)

WILL BUY ——
Mills and Jennings Slots. Also salesboards, any types. Write full details. HENRY WEISS, 1307 N. Illinois Street, Belleville, Illinois. (MAM-P)

MIX EUREKA BRAND——
Foreign Postage Stamps with vending machine candies for increased play; $2.95 per thousand prepaid. E. O. LIKENS, Bethesda, Maryland. (MAM-P)

ONE SOUNDVIEW MOVIE MACHINE——
Dime, coin-operated, Bell and Howell Projector, like new, cabinet similar to Panoram; price $500.00, one-third deposit, balance C. O. D. Very beautiful machine. Wonderful tone qualities. Films can be rented by the week. JERSEY SPECIALTY CO., Route 23, Singac, N. J. (MAM-P)

WANT TO BUY——
All late model Phonographs for Cash. Highest prices paid. Any quantity—Immediate cash. BADGER SALES CO., 1612 West Pico Blvd., Los Angeles, Calif. (TF-C)

WANT TO BUY FOR CASH——
Bally Sports Specials, 5c and 25c Mills Blue Fronts, Cherry Bells, Melon Bells, Pace Comets, 2 - 50c Slot Machines and Single sand stands. EARL'S NOVELTY SERVICE, Crowley, Louisiana. (MAM-P)

FOR SALE——
Owls and Deweys, 5c and doubles 5c-25c; Caille Automatics 25c and 5c; all reconditioned. PETER PLATTES, St. Cloud, Minnesota. (AMJ-P)

FOR SALE——
Three Sound-View Dime Movie Machines equipped with Bell & Howell Projectors—the best of them all—$390.00 each. Films, 8 subjects to the reel for above machines, $30.00 each. 15 Keeney Wall Boxes, $16.00 each; Bally Vacation, Cadillac, Headliner, Ducky, Congo, On Deck, Bumper Games, $20.00 each. WANTED: Mills Three Bells. KENYON COMPANY, Canton, Ohio. (A-P)

SPECIALIZING REBUILDING——
All Makes Slots—Maintenance parts galore. Jumbos, F. P., $99.50. Phonographs, Consoles, Pin Games, Slots. COLEMAN NOVELTY, Rockford, Illinois. (AMJ-P)

WE SPECIALIZE——
in 30 Wire Cable, location lease forms and Fluorescent Lights for Taverns. ALPHA DISTRIBUTING CO., 1025 North Highland, Hollywood, Calif. (A-C)

HERE IS YOUR HANDY "AD ORDER" BLANK

COIN MACHINE REVIEW,
1115 Venice Blvd.
Los Angeles, Calif.

SEND CASH WITH ORDER { **5c a Word** / **3 Insertions at Price of 2** }

Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of $.....

BLIND ADS 10c EXTRA TO COVER COST OF POSTAGE

AD COPY.....

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Name and address should be included in the word count. Copy must reach Los Angeles office by first of each month.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

I WILL BUY FOR CASH

A route of Music Machines, regardless of size or location. Please list equipment, condition, and state best price in first letter. Immediate Cash Ready. BOX 485, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (A-C)

USED SCALES FOR SALE

All or any part of 400 Kirk Horoscopes, Models 51 and 80. Discontinuing scale business. No reasonable offer refused. GRAHAM, 903 Merchandise Mart, Chicago, Ill. (A-C)

BARGAINS

in Reconditioned Peanut and Ball Gum Vendors that look and operate like new. M. T. Daniels, 1027-R University, Wichita, Kansas. (AMJ-P)

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IN-A-BAG Venders, $5.00; 1c Supreme, $2.50; 1c Hershey Bar, $2.00; Calvert Venders, $3.00; Silver Kings or 1c Northwestern, $3.50; Snacks, $4.50; Monarch, $4.00; Northwestern Triselectors, $10.00; 1c and 5c Stewart & McGuires, $3.00; Stands, $1.50. A. J. HOFF, 1920 North Rose, Baltimore, Maryland. (AMJ-P)

OPERATORS

Make Extra Money introducing Fluorescent Lighting to Taverns you operate in. Address: ALPHA FLUORESCENT DIVISION, 1025 North Highland, Hollywood, Calif. (A-C)

TIMING DEVICES

Electrical or Mechanical for every coin machine need. We supply leading manufacturers. ELLMAN & ZUCKERMAN, 119 South Jefferson Street, Chicago, Illinois. (AMJ-P)

WANT TO BUY

Music Machines On or Off Location. List machines, give condition and best Cash Price in first letter. BOX 415, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (A-C)

FOR SALE

Complete Movie Outfit. 8mm Keystone Camera, 500 watt Keystone Projector, editor-rewind-viewer outfit, extra auxiliary lens for long range projection. Projector case, Keystone titler for making titles. Outfit in perfect condition and used only for a very short period. Retail value in excess of $100. Will sell complete for $50. Inspection invited. If interested write Box 40A, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif. (AMJ-P)

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APRIL, 1942

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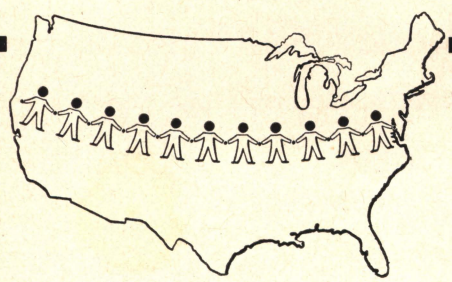


NEVER BEFORE—

has the Atlantic been so close to the Pacific. Airmail and air transportation, plus a speeded-up truck and freight service across our vast nation have made it possible for the jobbers and distributors of the Coin Machine Industry to do business in all parts of our country. Check this issue! You'll find display and classified advertising from jobbers and distributors in:

Hollywood
Los Angeles
Glendale, Calif.
Long Beach, Calif.
Washington, D. C.
Cambridge, Ohio
Singac, N. J.
San Antonio, Texas
New Bedford, Mass.
Crowley, Louisiana
Baltimore, Maryland

New York City
San Francisco
Long Island City, N. Y.
Rockford, Ill.
St. Paul, Minn.
Union City, N. J.
Nashville, Tenn.
Marion, Indiana
Belleville, Ill.
St. Cloud, Minn.
Wichita, Kansas

Chicago
Milwaukee
Riverside, Calif.
Camden, N. J.
Newark, N. J.
Oakland, Calif.
Salt Lake City, Utah
New Hampton, Iowa
Bethesda, Maryland
Canton, Ohio

All of which proves that these outstanding Jobbers and Distributors find THE REVIEW the logical medium to use when they wish to reach the top-bracket operators of the Industry.

THE REVIEW prides itself in the quality of its circulation. Reaching exclusively the better type of operators we have been able to obtain volume business for our advertisers and not a lot of postcard inquiries from razor blade salesmen, tattoo artists, circus freaks and pitchmen.

We invite your comparison of THE REVIEW with any other monthly serving this field. You will find THE REVIEW carries more news, more worthwhile features and more editorial content than any other publication. Rightly THE REVIEW has been termed the "FORTUNE" magazine of the Coin Machine Industry.

TO JOBBERS AND DISTRIBUTORS: Prepare your advertising copy now for our Special May issue which will be a number of unusual importance. A special letter telling of this issue will shortly be mailed you. Early copy gets preferred position so get in touch with our nearest office as soon as possible.

The COIN MACHINE REVIEW

1115 VENICE BLVD. Fitzroy 8269 LOS ANGELES, CALIF.

CHICAGO
35 East Wacker Drive
CENtral 1112

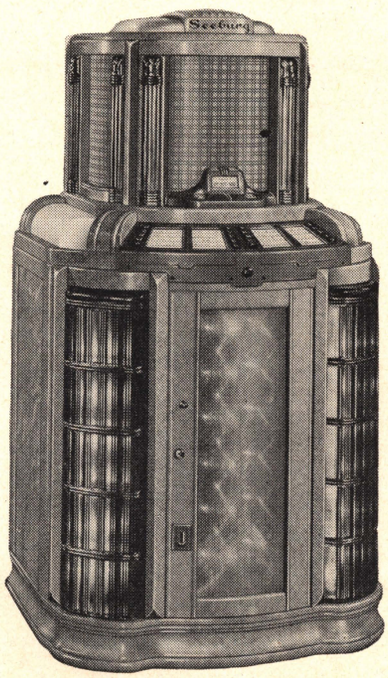
NEW YORK CITY
441 Lexington Avenue
Murray-Hill 2-5589

PORTLAND, OREGON
1007 Terminal Sales Building
ATwater 2111

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

MERIT ALWAYS WINS

. . . and that's why the largest, and most successful music operators in the West have chosen Seeburg equipment year-after-year. They know that the Seeburg mechanism is the finest in automatic music . . . a claim that is proven by scores of years of dependable operation in thousands of locations throughout the country.



The New 1942
SEEBURG HITONE SYMPHONOLA

Check Your Equipment NOW!

The manufacture of Automatic Phonographs has ceased in compliance with an order of the War Production Board and our factory is given over completely to the production of defense equipment. The Seeburg equipment you operate have years and years of good service in them. However, it is vitally important to watch your phonographs and maintain good, intelligent service.

Our Service Department, under the capable direction of a factory-trained technician, is ready to work with you in checking your equipment to keep it at the peak of its earning capacity during these war months.

Furthermore, we invite you to advise us of your requirements and let us work with you in keeping your operations functioning smoothly. We have many plans and ideas you can use to advantage.

E. T. Mape Music Company

1701 W. PICO BLVD.
Los Angeles

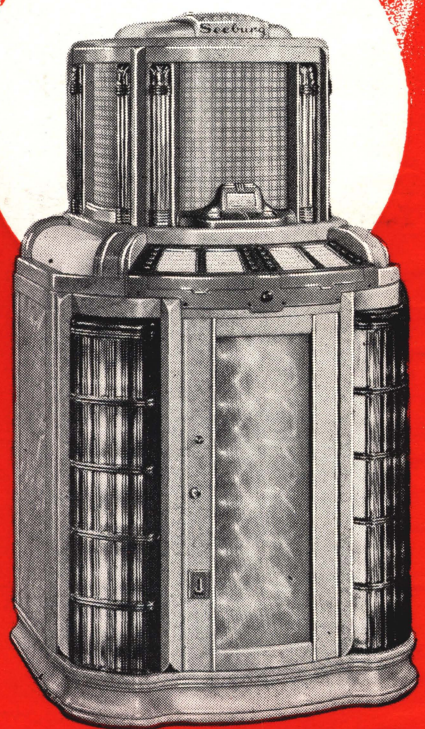
GARRISON SALES CO.
1002 W. Washington
Phoenix, Ariz.

284 TURK STREET
San Francisco

EXCLUSIVE DISTRIBUTOR
J. P. SEEBURG CORP.

FACTORY TRAINED EXPERTS
SERVICE DEPT.

The Added Assurance that "Keeps 'em Playing!"



'42 Seeburg Hitone Symphonola

EVER Ready to Solve Your Service Problems — Factory Trained Experts are in Charge of Your Local Seeburg Distributors' Service Departments. See These Experts Today! See Them Often!

To Go Ahead — GO

Seeburg

J. P. SEEBURG CORPORATION • 1500 DAYTON ST., CHICAGO

Remember! Your Seeburg equipment is built for many years of dependable service! Take care of it and it will take care of you!

See Your Seeburg Distributor Today!

E. T. MAPE MUSIC CO.
284 Turk St., San Francisco
1701 W. Pico Blvd., Los Angeles

JACK R. MOORE CO.
1615 S. W. 14th Ave., Portland, Ore.
100 Elliott West, Seattle, Wash.
N. 7-9 Bernard, Spokane, Wash.
122 E. Second South, Salt Lake City, Utah

A WAR MESSAGE
to
ALL EMPLOYERS

★ From the United States Treasury Department ★

WINNING THIS WAR is going to take the mightiest effort America has ever made—in men, in materials, and in money! Every dollar, every dime that is not urgently needed for the civilian necessities of food, clothing, and shelter, must, if we are to secure final Victory, be put into the war effort.

An important part of the billions required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular, week by week, pay-day by pay-day investment of the American people can this be done.

This is the American way to win. This is the way to preserve our democratic way of life.

Facing these facts, your Government needs, urgently, your cooperation with your employees in *immediately* enrolling them in a

PAY-ROLL SAVINGS PLAN

The Pay-Roll Savings Plan is simple and efficient. It provides, simply, for regular purchases by your employees of United States Defense Bonds through systematic—yet voluntary—pay-roll allotments. All you do is hold the total funds collected from these pay-roll allotments in a separate account and deliver a Defense Bond to the employee each time his allotments accumulate to an amount sufficient to purchase a Bond.

The Pay-Roll Savings Plan has the approval of the American Federation of Labor, the Congress for Industrial Organization, and the Railroad Brotherhoods. It is now in effect in several thousand companies varying in number of employees from 3 to over 10,000.

In sending the coupon below, you are under no obligation, other than your own interest in the future of your country, to install the Plan after you have given it your consideration. You will receive—1, a booklet describing how the Plan works; 2, samples of free literature furnished to companies installing the Plan; 3, a sample employee Pay-Roll Savings authorization card; and 4, the name of your State Defense Bond administrator who can supply experienced aid in setting up the Plan.

To get full facts, send the coupon below —today! Or write, Treasury Department, Section B, 709 Twelfth St., NW., Washington, D. C.

HOW THE PAY-ROLL SAVINGS PLAN HELPS YOUR COUNTRY

1. It provides immediate cash now to produce the finest, deadliest fighting equipment an Army and Navy ever needed to win.
2. It gives every American wage earner the opportunity for financial participation in National Defense.
3. By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus retarding inflation.
4. It reduces the percentage of Defense financing that must be placed with banks, thus putting our emergency financing on a sounder basis.
5. It builds a reserve buying power for the post-war purchase of civilian goods to keep our factories running after the war.
6. It helps your employees provide for their future.

MAIL THIS COUPON NOW

Treasury Department, Section B
709–12th St., NW.
Washington, D. C.

We want to do our part. Please rush full information regarding the Pay-Roll Savings Plan.

NAME .....

POSITION .....

COMPANY NAME .....

ADDRESS .....

NUMBER OF EMPLOYEES .....

TREASURY DEPARTMENT

MAKE EVERY PAY-DAY... BOND DAY!

U. S. Defense BONDS ★ STAMPS

This space is a contribution to NATIONAL DEFENSE

GPO 16—25943-1 Form No. DSS-BP-2